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IN THIS ISSUE: BEEF-VEGETABLE PUSH  
USE LEATHER • IKE'S STEW

# AMERICAN CATTLE PRODUCER

• THE CATTLEMAN'S BUSINESS MAGAZINE

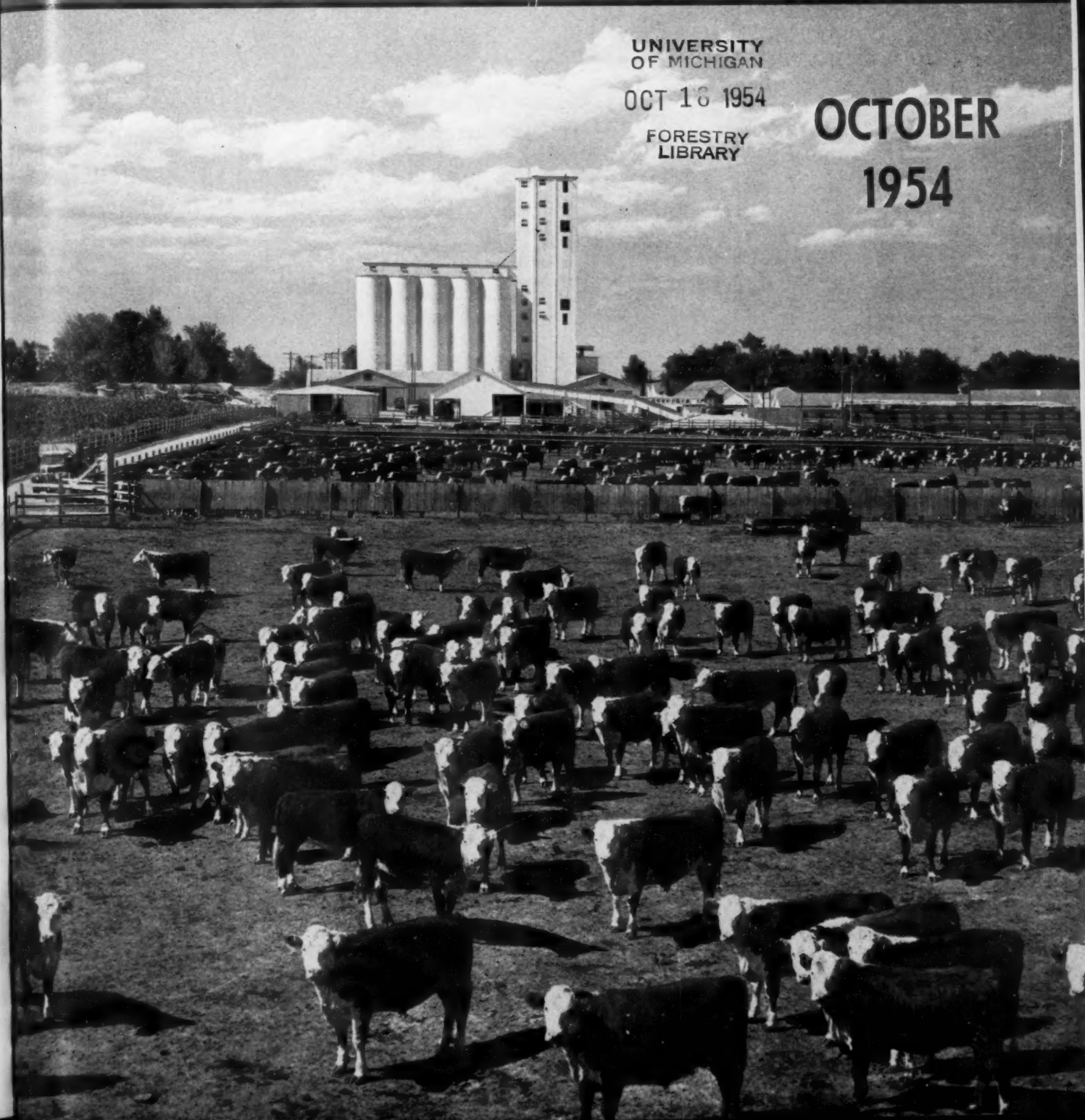
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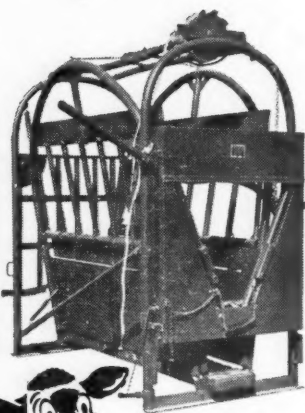
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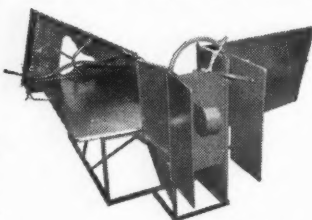
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## Letters To The Editor

**UNSUMMERY SUMMER**—I have a small bunch of cattle—just enough to get the feed off my place. It has been a dry and cold summer; it froze every month about one night. Still, the grain crops have been fairly good. We had to take the cattle off the forest 15 days before our regular time.—**William Hirschi**, Bear Lake County, Ida.

**RAIN STILL NEEDED**—Things are really getting dry in this state. Haven't had any rain to speak of since June. Many in this area have had to buy feed and hay for this winter. A good rain is really needed now for some fall feed on the ranges and meadows.—**Samuel C. McMullen**, secretary, Nevada State Cattle Association, Elko.

**RAISES CONSUMPTION**—I thought perhaps it might interest you to know of the results of the work of your association representative, Mr. Thorp in this  
(Continued on Page 32)

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## AMERICAN CATTLE PRODUCER

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515 COOPER BUILDING, DENVER 2, COLO.

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DAVID O. APPLETON.....Editor  
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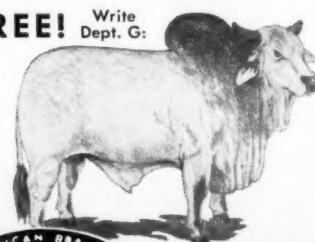
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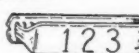
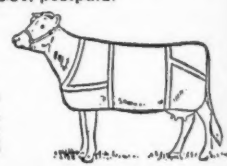
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AMERICAN CATTLE PRODUCER



# The Lookout

**Grass Cattle Prices** are expected to decline seasonally, but will probably stay as high, or go above, last year's because of generally strong demand for feeder cattle, says USDA's Demand and Price Situation. Fed cattle prices may remain comparatively stable.

**Cattle Slaughter Numbers** for October, though up seasonally from last month, will at most be only slightly larger than last October. Cattle slaughter increase over last year is down recently from last winter and spring; but the year's total slaughter will probably mean a small reduction in the number of cattle on farms.

**Highest Livestock Slaughter Rate** of the year is due in October and early November, with prices of hogs feeling the impact most. Hog prices are now far below the highs of last spring and will probably continue down until around late this month; thereafter, declines are likely to be small. The prices and the hog-corn price ratio, also lower than last year, will be down around the long-time average level.

**The Slaughter Peak** in October will include more hogs than in 1953, reflecting the 13 per cent greater number of spring pigs saved and earlier farrowing and marketing dates.

**Cash Corn Prices** continued on an incline during August and early September and prices of other feed grains strengthened from the lows of July. Corn prices have been unusually high this summer in relation to oats and barley, reflecting short supplies of "free" corn and big crops of the other feed grains. The prices of corn are expected to decline seasonally in the next two months but the drop will be tempered by the smaller 1954 crop.

**Harvest-Time Prices** may be comparatively low in Corn Belt areas where production is large and many producers will be ineligible for price support because they did not plant within their 1954 acreage allotment. Soybean meal prices, unusually high in relation to other high-protein feeds, this summer dropped sharply in September with the start of the record 1954 soybean crop harvest.

**Feed Grain Production** in 1954 was estimated at 120 million tons on Sept. 1—3 million more than in 1953. The September estimate was 4 million above Aug. 1, principally because of improvement in the corn crop.

**Total Feed Concentrate Supply** for 1954-55 is now estimated at 179 million tons—5 per cent larger than in 1953 and 9 per cent above 1947-51 average. The supply per animal unit is only slightly larger than last year or the 1947-51 average after allowing for the prospective increase in grain consuming animals.

**The Corn Crop** was estimated in September at 2,973 million bushels—204 million less than the 1953 crop. A crop this size, together with the expected carryover of about 900 million bushels Oct. 1 this year, would mean a total supply of about 3,873 million bushels—only 2 per cent less than in 1953-54. However, the 1954 crop will probably be somewhat under the total requirements, resulting in a smaller carryover at the close of the 1954-55 season than the record stocks expected Oct. 1 of this year.

**General Business Activity** has held relatively steady in recent months, the report declares. Incomes after taxes are close to the record levels of the first six months of 1954. Consumer buying is also near record levels.

**Industrial Production** stable in the June-August period, was 9 per cent below the same months of 1953. Employment in nonagricultural industries was off 1½ per cent, and unemployment increased from 1.4 million to 3.3 million workers. Reduced government spending and a cutback in business inventories are given as the main causes of these declines.

**Inventories** have gone down fairly rapidly, under a period of sustained buying and reduced output in recent months. With consumer and investment demand holding up as well as expected in coming months, production may pick up more than seasonally later this year.

**Consumer Spending** reflecting record incomes stood at an all-time high in the first half of this year. Most increased spending was for services, but spending for goods gained in the second quarter. July and August retail sales continued near the level of June, highest month so far this year, for most major groups with the exception of automobile dealers. During July and August, auto sales went down sharply. Department store sales in August and early September were the same as the improved June-July rate—an indication that consumer buying remains high.

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in any weather...



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## Forest Service Policy

DURING the last two or three years, since Lyle Watts retired as chief of the Forest Service and Chris Granger as assistant chief thereof, great strides have been made in improving relations between the forest permittees and the policy makers of the administration.

For almost ten years prior to that time, during which Watts and Granger were in the top positions, the Forest Service was constantly on the attack. It did not take stockmen long to learn that they had "no friends at court" but that a policy was being imposed upon the service that seemed pointed in the direction of total exclusion of livestock from the forests.

\* \* \*

WHILE THESE CHARGES were strenuously denied by Watts and his associates, it is rather interesting to read, in the July issue of American Forests quoting Mr. Watts rather extensively under the heading "They Never Retire," that he succeeded in reducing livestock numbers by more than 20 per cent during his less than ten years reign—but expressing disappointment that the reduction had not been larger.

It seems too bad, with the present Forest Service administrators making every effort to cooperate with the livestock industry (and vice versa), that a man who was grossly unfriendly and unfair to the livestock industry during his reign should try again to inject himself into the scene, apparently attempting to further his old and discarded policy.

Would it not be better to leave the administration of the Forest Service to the competent hands that have taken over since the resignation of Mr. Watts, instead of trying to stir up further controversy?

## An Illogical Lag

TWENTY-FIVE YEARS AGO Wm. Whitfield Woods, then president of the American Meat Institute, displayed some frozen packaged steaks at a meeting of the American National Cattlemen's Association.

But in 1954 the packers are not processing frozen packaged meat in consumer-size units in any substantial quantity.

We understand that even though the beef displayed at the convention in 1930 looked delicious, in the early 30's the experiments in quick freezing and packaging meat were not successful.

\* \* \*

THE PACKERS have held to the attitude that frozen packaged meat is too much of a mechanical and marketing problem for them. One frozen food firm in those days did not have as good results as expected in the field.

But that was a long time ago. And in the meantime some of the chains have set up processing plants to supply frozen meats to their own as well as other stores.

\* \* \*

GRANTING that the selling facilities and buying customs of the 30's were not suited to frozen packaged meat merchandising, it takes no expert to see

that these things have changed with the advent of the super-market and self-service in almost all lines of food, and frozen fish, frozen fruit juices, frozen cookies, frozen biscuits, frozen vegetables—but not frozen meat.

Will the packers continue to drag their feet and let others take over a function the packers are so well qualified to handle? Must we have yet another middleman, in the form of the frozen packaged meats processor—and thus a wider spread between producer and consumer?

## Time To Get Busy

TWICE NOW the American National has asked the Department of Agriculture to get going on a beef purchasing program, because prices now are lower than when such a program started last year and marketings have been even higher.

The program the cattlemen are asking for would, as was the case last year, again be financed from Section 32 funds, which come from money collected through tariffs; and those funds are supposed to be used to encourage consumption of domestic products and stabilize prices of agricultural products in abundant supply.

\* \* \*

NEVERTHELESS, the Department of Agriculture puts the industry off on the excuse that prices are still pretty good and there is no deluge of beef coming to market.

But there are several facts that don't justify such a complacent view:

(1) Parity on prime steers at Chicago figured recently at 85 per cent; last year it was 95; on choice steers 85 per cent; last year it was 94; on utility steers, 68.3; last year it was 67.4; on utility cows 63.8 per cent; last year 67.3.

(2) In late September the drouth disaster area was still spreading, and by then Agriculture Secretary Benson had designated 682 counties in 15 states as drouth emergency areas.

\* \* \*

THIS DROUTH SITUATION portends anything but light marketings when winter comes. Many of the areas do not have or cannot get hay at a reasonable price needed to winter on.

It seems to us that the Department of Agriculture should not wait for a calamity to hit the cattle industry before stepping in to stabilize a sagging market. The beef purchase program should start immediately.

## Be There To Help

AS THE AMERICAN NATIONAL approaches its 58th annual convention in Reno, mileposts in several big projects are seen—beef promotion, taxes, and research. Results are evident—the beef publicity that is paying off in greater beef consumption, the benefits in the new tax bill and the groundwork already laid for research in problems that really matter in your business.

With these and other matters on the agenda, it is a matter of self-interest for you to attend on Jan. 10-12. And there'll be fun, too! Have you made your reservation?

## The 'National' At Work

Executive Secretary F. E. Mollin filed a statement in Washington before hearings on continuation of U. S. participation in international agreements on tariffs and trade. The statement opposed continuation of GATT, an international agreement providing for tariff conferences, designed to promote trade. However, countries like the U. S., well developed and not in exchange difficulties, are highly restricted on what they can do to control imports. Mr. Mollin said the question was whether Congress should relinquish its constitutional power over tariff-making either to the Executive or to an international agency such as GATT. He suggested GATT be replaced by a trade organization conference, "but without power to control the economy of the countries involved."

**American National members are reminded that it is to their advantage to utilize the freight bill checking service offered them by Traffic Manager Charles E. Blaine, Mr. Blaine has saved many a goodly sum for shippers and stands ready to do the same for you if you've been overcharged. Send your bills to him at 901 Title & Trust Bldg., Phoenix, Ariz.—he'll do the rest.**

Last year the National Live Stock Tax Committee asked the Internal Revenue Service for a ruling that involuntary conversion provisions be applied to damages and forced sale proceeds from cattle contracting hyperkeratosis. Attorney Stephen Hart of the tax committee advises that a favorable ruling has now been received. We intend to report fully on the ruling in next month's Producer. This and Section 1033 in the new Internal Revenue Code rounds out a successful wind-up to tax committee work on this phase of the involuntary conversion subject. Involuntary conversion in the case of livestock sold because of drouth did not get by the Congress along with the many other amendments to the law (See Sept.-Oct. Producers). It is expected that an effort will be made to pass it early next session.

Activities of officers of the American National and others working for the industry included a talk by President Jay Taylor at a luncheon of 165 food editors in New York heralding start of the national beef-vegetable drive (this talk also was carried on the National Farm and Home Hour) and another talk by President Taylor announcing start of Cattlemen's Bond Months (also over Farm and Home Hour).

(Concluded on Page 32)

## Ike's Old-Fashioned Beef Stew

(For 60 people)

(Recipe for beef-vegetable stew served by President Eisenhower for reporters and photographers covering Summer White House in Denver, Colo., Sept. 27, 1954)

20 pounds stewing beef  
8 pounds small Irish potatoes  
6 bunches small carrots  
5 pounds small, fresh, pearl onions  
15 fresh tomatoes  
1 bunch bouquet garniture  
3 gallons beef stock  
Salt, pepper, accent

Stew the meat until tender. Add vegetables and bouquet garniture; cook until vegetables are done. Strain off two gallons of stock from stew, thicken slightly with beef roux. Pour back into stew. Let simmer for one-half hour and serve.

\* \* \*

(The president and the head chef at the famed Cherry Hills Country Club in Denver worked up the quantity recipe, Ike explaining that he'd never cooked such a large amount before. Because of the luncheon's special nature—critical newsmen—they agreed on prime round for the stewing meat, although both agreed that most other stewing beef would be as delicious and tender.)



President Eisenhower's "Old-Fashioned Beef Stew" got a good testing recently when Ike dished up the hearty meal for reporters and photographers covering the Summer White House in Denver. Here is Chef Ike serving the vegetable-beef stew to John Jamison of the Associated Press, with Agriculture Secretary Benson looking on. The event was a highlight of the fall beef-vegetable promotion campaign. (Story on Page 11)

## The Public . . . And You

BY LYLE LIGGETT

ALTHOUGH A "TIME-TABLE" FOR a fall beef promotion was established several months ago, no one expects that it will be followed closely throughout the country.

In other words, the formal beef-stew promotion period is ending as you read this. However, many areas will find that because of weather and other retailing problems the beef stew promotion will be more effective at a later period.

Therefore various items of promotion material developed by the American National and others of the many cooperating groups were not "dated." They will be found useful throughout the year.

Main emphasis for distribution of the American National's material is on eastern areas through cooperation of various food trade groups and through publicity focused in those areas.

However, much of the material is available free or at our cost to any local or state program or individual desiring it.

Here is what is available now from the American National's information office in Denver:

**1. Posters:** Large color posters featuring beef-vegetable stews and hamburgers. Furnished in cooperation with American Meat Institute and Western States Meat Packers Association. (To Page 11)

Leather  
For G

LEATHER, ancient craft, science, service of endeavors such a pinning and leather of A. The new century science, superiority in a variety of interiors not only to the today's automobile wears all of for practical outlasts the by modern skill of the dowed leather and a resilient than its traditional er's unique and its beautiful material of by independence of nature, never duplicated.

Clear if it's upholstered experts hurt the

October,



# Leather Upholstery in Your Car For Genuine Luxury And Economy

By **IRVING R. GLASS**  
Executive Vice President  
Tanners' Council of America

**L**EATHER, PRODUCT OF AN ANCIENT craft wedded to a modern science, serves America in a wide range of endeavors—but in none does it reach such a pinnacle of glamour, individuality and utility as in the upholstery leather of American automobiles.

The new discoveries of twentieth century science have established the superiority of genuine leather upholstery in a variety of ways: Leather interiors not only add richness and dignity to the sleek handsome lines of today's automobiles; leather also outwears all other seating materials, which for practical purposes means that it outlasts the life of the car itself. Aided by modern chemistry, the traditional skill of the tanning industry has endowed leather with colors, textures and a resilient strength even greater than its traditional superiority. Leather's unique fiber structure, its strength and its beauty make it the true miracle material of our time—tested and proved by independent laboratories. A product of nature, it has been improved but never duplicated by the genius of man.

In the ever-expanding American standard of living, where a quest for and realization of fine things in life has taken the place of merely drab utility goods, leather in automobiles and in home interiors sets a unique standard of quality. Unequalled and unattainable anywhere else in the world, the glowing beauty of an American-made automobile upholstered richly in genuine leather is a living symbol of the good life for all that is synonymous of our way of life.

## Chance of a Lifetime

Today, ranchers and cattlemen have an unprecedented opportunity to take advantage of the great popularity of leather in automobiles to derive a handsome profit for themselves besides. Car buyers who insist on leather get a real dividend because leather upholstery is a genuine economy to the consumer. Every year millions of Americans who take delivery of new cars immediately purchase seat covers (at \$50 a set and up) to protect the cloth upholstery used by auto manufacturers. And if the

owners keep their cars longer than two years, they usually have to buy a second set of seat coverings.

On the other hand, leather upholstery—which can be specified and obtained on convertibles, hardtop and closed cars—represents a significant saving. And, as any auto salesman will testify, leather upholstery appreciably increases the trade-in value of the car. Leather stands up to the elements and to hardest wear. Women love leather upholstery because the colors are warm and beautiful, and because slipping behind the wheel becomes so easy and comfortable. For the family it means ease of maintenance because little feet cannot hurt or stain leather; pets need not be banned, and even cigarettes or pipe ash are no hazard. A whisk of a damp cloth and leather is again fresh and proof against spots or stains. Economy . . . Leather has it!

Every rancher and cattleman knows that the hides of the cattle he sends to market are leather's raw material. If every member of the American National Cattlemen would demand leather seating when buying a car, he would be helping to further the aims of his industry. He would become a living advertisement for a product in which he has a personal share, and help to awaken auto manufacturers and dealers to the impact of consumer demand for leather upholstery.

## Beautifully Practical

The matchless performance and beauty of leather upholstery is a self-evident fact that you can observe almost anywhere you look. Railroads, bus companies, commercial airlines use leather for seating, because leather wears and wears—without any upkeep to maintain its serviceability and beauty. In short, it's economical, functional and handsome. Shipping companies specified acres of leather for their ocean liners, because leather resists all kinds of weather—hot, cold, dry or damp. A businessman furnishes his offices in leather, because he knows leather imparts the aura to his office in keeping with his standing. When a housewife insists on beautiful leather furniture, she is thinking too of easy upkeep, the absence of bothersome slip covers and the imperviousness of the material to Junior's muddy shoes, as well as the fact that leather helps make her living room a showplace of the neighborhood.

For cars, as well as couches, leather offers an extraordinary range of colors—as many as 400 different shades, bright hues and deep tones that maintain their stylish beauty in spite of hard use. Technological advances in the tanning industry have so improved leather finishes that the leather actually improves with age the way a fine antique table does. Unlike antiques, though, leather upholstery needs no polishing. Just an occasional light



Cleaning automobile upholstery is as easy as washing sheer stockings, if it's genuine leather, as the traveler in this 1954 Packard discovers. This upholstery comes clean with a quick application of mild soap and water; experts advise against using harsher detergents, oils or bleaches which might hurt the fine finish of leather.



Gray and yellow leather, combined in a game set in a room by Alfred Lowden at the 1954 Leather in Decoration Show. Called "Leather with Fabric," the room has one wall in fabric, while the other wall features a gun cabinet. The prints are in leather frames. In home furnishing, leather provides a transitional harmony between the modern and the traditional.



soap-and-water treatment is sufficient.

Recently, upholstery leather was put through a series of rugged scientific tests by the United States Testing Laboratory which proved that it outperforms other materials in every important respect. According to these independent tests:

### Best by Test

Leather resists abrasion and scuffing better—which is why leather maintains its beauty through the years, despite all that your children and the family dog can do to it.

Leather came off 70 per cent stronger than any other material, in the test for stitch-tear strength. This means that leather auto upholstery won't come apart along the stitch lines.

A straight pulling test shows that leather stands up to more than three times the pressure that rend other materials asunder.

And a flexing test proves that leather is endowed with unheard-of crease-and-crack resistance. The finish did not crack even after one million mechanical flexings.

Leather resists hard knocks. The "impact flex" test proves the ability of leather to withstand constant blows without surface cracks or damage. So if Junior jumps on the car seat, don't worry!

Leather is cooler. After an hour's exposure to intense heat, the surface temperature of genuine leather was coolest of all the materials tested.

Enlightened self-interest and unsurpassed functional beauty make insistence on leather upholstery a matter of good sense for the rancher or cattle raiser when he goes out to buy a new car. And the same goes for his friends, his neighbors and business associates.



A CBS-Columbia television set covered with blackberry-ice colored leather, hand-tooled with gold, a feature of a bedroom lounge by William Pahlmann in the 1954 Leather in Decoration Show. The chair is covered with gingersnap brown quilted leather.

AMERICAN CATTLE PRODUCER

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## IKE'S STEW

President Eisenhower gave the nation a glimpse of his favorite beef-stew recently when he entertained national press, radio and TV reporters at lunch during his Denver vacation.

The President thus helped focus attention on vegetable-beef promotion campaign which has full endorsement of Department of Agriculture.

Secretary of Agriculture Benson had earlier shared a beef-stew luncheon with 165 food editors in New York and discussed efforts of beef and vegetable producers to alert nation to abundant fall crops.

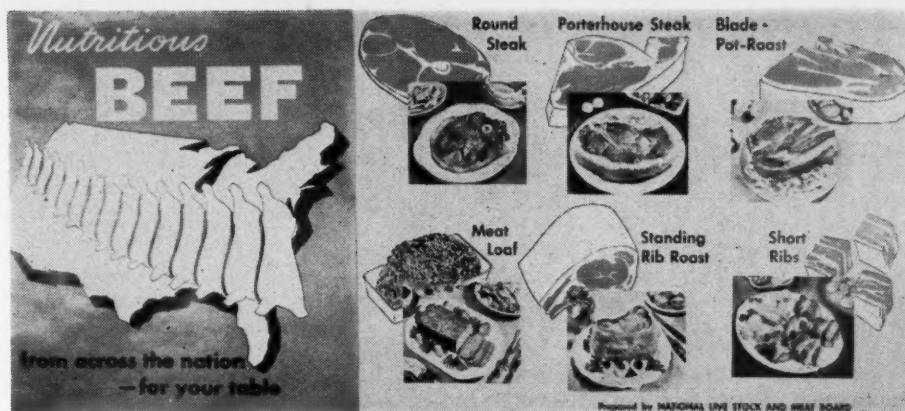
Ike's stew was photographed from all angles by press, TV and newsreel photographers. Then reporters sat down to enjoy the President's cooking, as they had not been able to do earlier in a well-publicized incident when Ike broiled steaks for Former President Herbert Hoover.

The two beef-stew luncheons were highlights of pre-campaign publicity for combined beef-vegetable promotion throughout the fall. Participating with American National in campaign are all major beef and vegetable producing and distributing groups, all retail food organizations, restaurant and other public feeding associations, the Department of Agriculture and the National Live Stock and Meat Board.

American National President Jay Taylor; Wesley Hardenberg, president of the American Meat Institute; Alan T. Rains, secretary of United Fresh Fruit and Vegetable Association; and Reba Stagg of the Meat Board appeared on the New York luncheon program with Secretary Benson and on the national broadcast afterwards.

## States Work on Beef

Several state cattlemen's associations held special meetings of the food trade in advance of this fall's promotion campaign which features beef and



As a feature of the nation-wide beef promotion campaign, the National Live Stock and Meat Board has produced these beef posters for use by cattle associations and others in their exhibits at fairs meetings. The poster is 8x3½ feet, in three colors. To go with the poster is a folder of recipes for the six beef cuts featured. Posters and folders may be had from the National Live Stock and Meat Board, 407 S. Dearborn, Chicago, Ill.

vegetable combinations during some periods.

Among the states holding industry conferences were Oregon, Oklahoma, Colorado, California and Montana.

Noteworthy result of the meetings was the opportunity for all segments of the beef industry to discuss mutual problems with retailers, restaurant operators, farm groups, and newspaper, radio and TV food editors.

## Public & You

(Continued from Page 8)

2. Menu tipons: These feature four cool-weather dishes—roast, ground sirloin, stew and short ribs.

3. Special heat-seal-labels: Designed for self-service meat departments, the labels focus attention on cellophane-wrapped packages of such cuts as pot roast, stew meat and ground beef. They offer cooking suggestions for homemakers.

4. Window stickers: Several hundred thousand auto window stickers

have been distributed. They've also been found useful for meat display cases. They carry slogan: "Enjoy BEEF for HEALTH."

5. Envelope and menu stickers: Smaller version of auto window sticker. Handy for use on correspondence, particularly for paying bills, and for "reminder" use on restaurant menus.

6. Signs: Metal sign, 20 x 20 inches, carrying slogan "Enjoy BEEF for HEALTH" in white letters on bright red background, can be posted by any stockman on roadside property. Many are being used on livestock trucks. Only item carrying a price tag: \$2 including postage anywhere.

7. Special display material for fairs, meetings, lobbies, etc: Furnished in cooperation with National Live Stock and Meat Board, display consists of 4 x 8-foot poster featuring six large photographs of beef dishes. Accompanied by supply of folders giving cooking instructions.

8. Special material designed to fit specific needs as resources and facilities of Denver office allow.



These pictures show the kind of posters the American Meat Institute is distributing in cooperative vegetable-beef campaign.

October, 1954

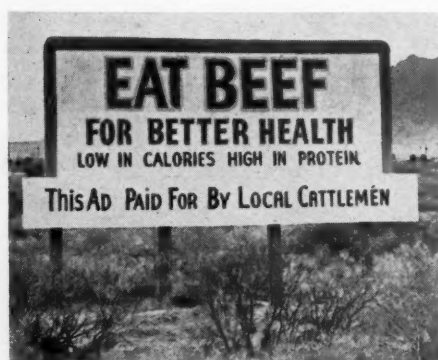
# THE BEEF JOB

In launching the vegetable-beef promotion campaign on Sept. 22 before a group of food editors in New York, Agriculture Secretary Ezra Benson said that "Industry promotions such as this have the wholehearted endorsement of the Department of Agriculture. It is very heartening to see the two largest food industries combining their efforts in an attempt to move their product in the plentiful season."

Reflecting on the friendly working relationship between vegetable growers and turkey producers, A. Lee Towson, president of the Vegetable Growers Association, said he had found "another wonderful opportunity to fight side by side with a large segment of agriculture which is still free: the American National Cattlemen's Association—in their campaign to parade more beef across the family dining table. Americans eat better and eat more and at lower cost than any people in the world. They will remain well fed as long as they are under the free enterprise system."

Plans for an extensive beef-vegetable campaign were made by growers at a "Beef-Stew" luncheon in Salem, Ore., Sept. 10. An unexpected visitor was Agriculture Secretary Benson. Governor Paul L. Patterson made a proclamation at the meeting that Sept. 15 to Oct. 15 was Oregon "Beef and Vegetables Month" and urged Oregonians to help growers by helping themselves to a second helping.

The Inter-County Live Stock Association, with membership in Lewis and Clark, Powell, Broadwater and Jefferson counties in Montana, has a slogan contest on "Why we should eat Montana grass fat beef" in 10 words or less . . . Meagher County Livestock Association members are financing an advertising and publicity program with a voluntary contribution of 10 cents a head on cattle and 2 cents on sheep.



This billboard on a New Mexico ranch is an example of the kind of beef promotion signs promoted by the New Mexico Cattlemen's Association.



Vienna Sausage Manufacturing Co. of Chicago has a display sign featuring a gargantuan beef frankfurter impaled on the tines of a huge roasting fork on a busy Chicago thoroughfare. This "biggest thing in frankfurt advertising," says the company, has produced an immediate upward swing in our sales curve.

The Texas Beef Council, after inquiry into housewives' meat buying habits and preferences found them unfamiliar with many of the cheaper cuts and sensitive to food prices, although they liked to serve meat at home.

These facts according to the agency making the survey for the council, "tell us where we must do our principal work to sell more beef in Texas. Fifty-eight per cent of the housewives think of steak as a first association with beef and only 19 per cent think of nutritious but cheaper cuts.

The matter of expense also calls for a simple explanation, and as rapidly as we can tell homemakers that they can serve delicious and nutritious beef meals at a per-pound cost competitive with any protein, we will see beef on Texas tables a lot more often."

## World Meat Use Told

Per capita consumption of meat throughout the world was the greatest in recent years during 1953 and is still gaining, says the USDA's Foreign Agriculture Service. It was 10 per cent greater last year than the 1946-50 average and about equal to the pre-war figure. First place for meat eating still goes to Uruguay, with 248 pounds, though that is a slight decline for the year; Portugal is in last place with 35 pounds per person, and in the United States the average was 154 pounds—greatest since 1908.

## BIG STEAK PARADED THROUGH STREETS OF OMAHA

This 6-foot-long, foot-thick steak was part of a float in a parade saluting Omaha as a "pioneer at pleasing the nation's tastes," for which Falstaff Brewing Corp. used giant replicas of food products of the Nebraska city. The steak is ready for artists to apply a finishing coat of appetizing charcoal-brown.

## Some Like It Light . . . Some Like It Heavy

Type-of-beef preferences have been found to vary with different parts of the country, according to Swift & Co.

It is noted, for instance, that in the Boston area people like beef from cattle that weighed 1,300 to 1,500 pounds alive, while around New York the greatest demand is for beef from cattle weighing 1,100 to 1,200 pounds alive.

Cuts from lighter-weight cattle are preferred westward, from the Northeast to the Midwest. In Buffalo, cuts from 900-pound cattle sell best; in Chicago cuts from 750- to 850-pound animals are preferred, and in cities along the Mississippi River the preference is for 600- to 900-pound beef.

Then, from the Plains states to the Pacific Coast beef from heavier cattle is again most called for: At Denver cattle weighing 800 to 900 pounds produce the preferred cuts, but on the West Coast, the preference is for cattle from 900 to 1,200 pounds.



Participants in the Beef Industry Conference which took place at Davis, Calif., Aug. 24-25, included Mrs. Robert Mather of Oakland, chairman of the consumer group, and John Baumgartner, chairman of the conference.

AMERICAN CATTLE PRODUCER



# *Cattlemen!* **STOP LOSSES**

# **SULMET<sup>®</sup>**

**SULFAMETHAZINE Lederle**

SULMET offers many advantages in fighting disease in your herd. At the first sign of disease use it promptly. It will:

- do a better job
- cost less per animal treated
- secure high blood concentrations
- stay in animal's body longer
- build great power without being harmful

SULMET is highly effective against many of the organisms that commonly cause these diseases.

Once a day dosage

Consult your veterinarian for the most effective management practices and disease control procedures. Write for free literature.

**LEDERLE LABORATORIES DIVISION**

Pearl River

*AMERICAN Cyanamid COMPANY*

New York

*Lederle*



*from*

**SHIPPING FEVER**

**FOOT ROT**

**CALF DIPHTHERIA**

**METRITIS**

**ACUTE MASTITIS**

**CALF SCOURS**

**BACILLARY ENTERITIS**

**OTHER BACTERIAL DISEASES**

**AND COCCIDIOSIS**



At the meeting of the special research committee in Denver last month, Chairman Alan Rogers sits surrounded by (l. to r.) George Ellis, Bell Ranch,

N. M.; Joe Oliver, John Day, Ore.; John Guthrie, Porterville, Calif.; L. R. Houck, Gettysburg, S. D.; Frank H. Chappell, Jr., Lubbock, Tex.



Snapped while attending the September meeting of National leaders in Denver were (l. to r.) Oren Boies, Nevada State Cattle president; American National first vice-president Don Collins; Clifford Hansen, head of the Wyoming Stock Growers, and Ed Heringa, former New Mexico association president.

## MONTANA BEEF COUNCIL ACTIVE

Officers of the Montana Beef Council, which met Sept. 13 at Billings. (L. to r.) C. T. "Tad" Sanders of Billings; Dan Fulton, president of Montana Stockgrowers, and Ralph Miracle, the association's secretary.



## NAT'L LEADERS CALL FOR ACTION

**T**WO IMPORTANT RESOLUTIONS grew out of a meeting in Denver last month of 70 leaders of the American National. One of these urged changes in the emergency drouth feed program to enable stockmen in designated areas to buy surplus feeds at prices comparable to those of last year's emergency program. Under present conditions drouth-stricken stockmen are not offered sufficient help to permit them to buy feeds low enough so they can keep their herds.

The other resolution adopted by the association's general council stressed that cow prices are now as low as and slaughter is higher than, when the 1953 beef purchase program was instituted. The USDA was called upon for immediate action in getting a previously planned purchase program under way to provide beef for school lunches and foreign aid under existing laws. Inclusion of canner and cutter grade cows was recommended for use in luncheon meats, with those animals selling for as little as 4 cents a pound at some markets. It was emphasized that a shortage of winter feed will certainly force more cows to market than can be absorbed without serious consequences to the entire meat industry and that future shortages will occur as herds are being rebuilt.

At the meeting a special committee was appointed to plan a national beef promotion program for presentation to the annual convention in Reno next January; the group will explore financing plans insuring equitable participation of all cattlemen. In the meantime, President Jay Taylor declared local and state programs would be expanded to insure maximum effectiveness during the heavy fall run; all 23 of the affiliated state organizations reported progress in popularizing less-demanded cuts by various means ranging from distributing millions of recipes to cooperating with other food industry groups.

Members of the special committee include President Taylor, Vice-President Don Collins of Kit Carson, Colo.; Stewart Bledsoe, Ellensburg, Wash.; Henry Boice, Tucson, Ariz.; John Marble, Carmel Valley, Calif.; Cushman Radebaugh, Orlando, Fla.; Don Short, Medora, N. D.

Other organization groups conferring in Denver at the same time were the research and the public relations committees of the National and the general council of the National CowBelles. The research committee, under Chairman Alan Rogers of Ellensburg, Wash., is compiling a "priority" list of needed research projects as revealed in a survey of the nation's stockmen. An all-beef cook-book is getting top attention from the CowBelles, headed by Mrs. John Guthrie of Porterville, Calif.

AMERICAN CATTLE PRODUCER





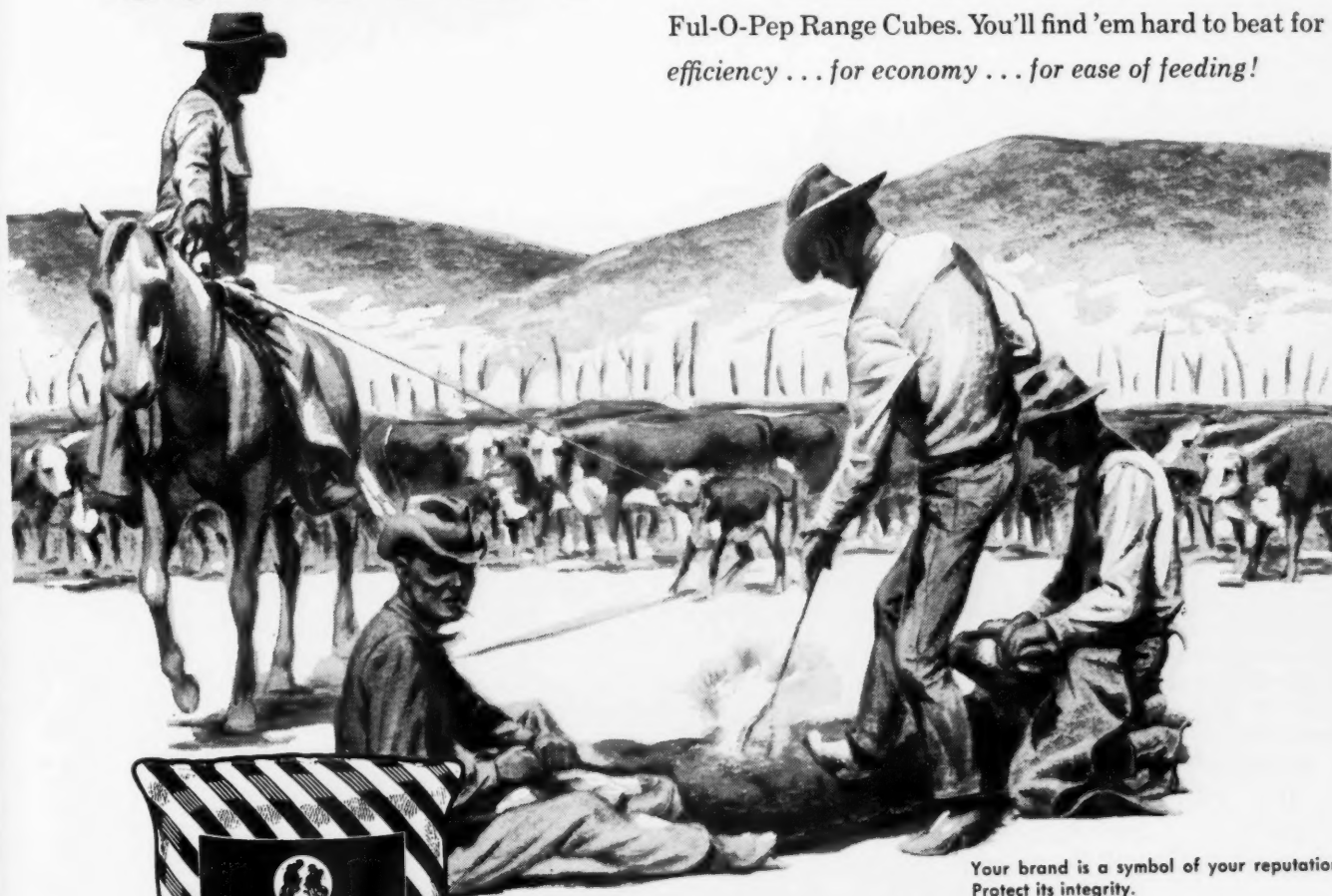
**Ful-O-Pep's the brand  
to help your cows build**

# **sound sturdy calves!**

Give your cows the *added nutritional strength* they need for rugged health, calving condition and milk flow. Feed the quality brand you can rely on . . . Ful-O-Pep! For Ful-O-Pep Range Cubes supply extra amounts of Vitamin A, phosphorus, calcium, and trace minerals to help *cows build big, strapping calves.*

What's more, the Ful-O-Pep brand is enriched with Betaine Hydrochloride, a new sugar beet product, plus sweet cane molasses to help *stimulate rumen bacteria* promoting more efficient use of dry grass and other roughage.

Yes . . . be ahead! Feed extra-nutritious Ful-O-Pep Range Cubes. You'll find 'em hard to beat for *efficiency . . . for economy . . . for ease of feeding!*



Your brand is a symbol of your reputation. Protect its integrity.



*the brand for best results!*

# The Market Picture

**THE UNUSUALLY STRONG** position of stocker and feeder cattle in contrast to fed cattle prices continued to dominate trade.

During the past month, even further price strength was noted in most all classes of replacement cattle, while only mild advances occurred in choice to prime fed steers and heifers.

## Stockers-Feeders Up \$2-\$4

In comparison with a year ago, we find average prices of stocker and feeder steers at several major markets running some \$2 to \$4 higher, with the average at eight markets about \$3 up by mid-September. In several cases, reputation strings of yearling steers this fall have brought as much as \$4 to \$5 above last fall. For instance, large strings of yearlings going last year at \$15.50 to \$16 are bringing up to \$20 this year, with occasional sales \$20.50 and \$21.

By way of contrast, fat cattle prices actually figure lower than a year ago, in some cases \$1 to \$2 under.

Nevertheless, it seems likely that a greater percentage of yearling steers are already either sold and delivered or are under contract for future delivery, than for several years. Such being the case, it seems likely that many of the top quality strings of yearling steers may never reach the terminal markets this fall, but may ship direct from ranches to the buyers. Thus, the possibility of so-called "floods" of grass cattle reaching the markets this fall may not materialize.

## Stock Calves Leveling

While firmness prevailed throughout on yearling steers, recent strength in stock calves appeared to be leveling off by mid-September. While some comparatively high prices have been re-

ported for reputation strings of stock calves, disappointing results were reported in the development of wheat pasture in the southern plains, and signs of weakness in stock calves by mid-September may very well be traced to this fact.

Likewise, even though demand for feeder lambs continued very broad, wheat pasture operators were becoming conservative, with bulk of the aggressive competition for lambs coming from the Corn Belt.

The tendency to leveling off in the stock calf pasture in the face of a continued strong demand for yearling steers gives room to the possibility that top-quality yearling steers might eventually sell at least on a par with top-quality calves, or perhaps even outsell calves. This on the basis that such a large percentage of yearling steers are already tied up, while a sizable number of calves are yet to sell and the wheat pasture demand at the moment seems uncertain, to say the least.

One rather interesting development observed this season has been the relatively narrow price spread in stock cattle. Numerous strings of good to low choice stock steers have been bringing around \$20 to \$20.50, but top choice quality yearlings have been rather hard to move above \$21. In other words, even at a sharp advance over a year ago, many feeders seem money conscious and refuse to pay the extra premium for outstanding quality.

## Selective Buying May Develop

If any large volume of stock steers reach the markets during October, it seems likely that more selective type of buying should develop, where these near-choice yearlings will either break away from near-top prices and a wider price spread develop, or perhaps the top-quality yearlings might work a little higher, leaving the plainer grades holding their own. It also seems likely that the wide spread of \$3 to \$4 between heifer calves and steer calves will conti-

nue, as slaughterers are not particularly aggressive to help support the market on heifer calves.

By mid-September volume of cattle marketings at major centers was beginning to drop below a year ago, but in many cases the class of cattle showing the reduction was cows and stock cattle. In fact, at Chicago recently runs which were predominately grainfeds were among the largest in recent years. The 19,000 head on sale Sept. 15 at Chicago was the largest Wednesday run in 21 years. However, actual slaughter of cattle was beginning to level off in September, some weeks actually around 6 per cent below a year ago.

This was quite a contrast to the year's average to date, which figures nearly 10 per cent above the record slaughter of 1953. If weekly slaughter of cattle continues to show a reduction from a year ago throughout the fall, some encouragement may be gathered for a reliable market for choice and prime grainfed cattle at least up until the close of the year 1954.

There is not much doubt that a smaller number of fleshy two-year-old steers were put on feed in August for a quick-turn by the end of the year, compared with a year ago. At the same time, indications of numbers to be fed for marketing after the first of the year point to an increase. At least, based upon the in-movement of stock cattle to the major Corn Belt states, numbers moving into that area during August this year were up about 19 per cent over a year ago.

However, another interpretation could be placed to the effect that general movement of stock is earlier than a year ago, hence movement late in the fall may not reflect that much increase.

## Dressed Beef Prices Up

Dressed beef prices in the past month, particularly on choice and prime grades worked upward \$1 to \$2 per cwt. with instances more. However, the live market on fat cattle was very spotty and rather uncertain. So even though there was a dependable outlet for beef, some packers had to buy sparingly. Failure to reach agreements on new wage contracts were apparently back of these labor difficulties. Approaching Jewish holidays also had a temporary bearish effect upon the kosher trade at eastern centers, particularly for high choice and prime beef.

By the close of August it was apparent that packers were still not in the mood to accumulate frozen stocks of meat. Frozen beef in storage was off some 27 million pounds from a year ago, and about 40 million pounds under the five-year average or fully 25 per cent off.

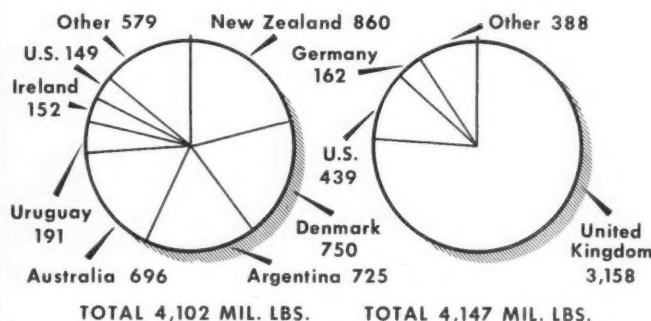
Cow prices have held fairly stable in recent weeks and numbers reaching some markets, at least, are actually

## WORLD MEAT TRADE CHARTED

This pie-chart shows that a little more than 3 billion of the 4 billion pounds exported came from Australia, Argentina, Denmark and New Zealand and that more than 3,100 million pounds were imported by the United Kingdom. For the first time in history, the U.S. imported more pork than it exported in 1953.

### WORLD TRADE IN MEAT, 1953\*

Exporting Countries (MILLION POUNDS)      Importing Countries (MILLION POUNDS)



\*INCLUDES BEEF AND VEAL, PORK, MUTTON, AND LAMB, GOAT AND HORSEMEAT, ON A CARCASS WEIGHT BASIS



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## How this new Armour Branch House in Waterbury helps build your livestock markets!

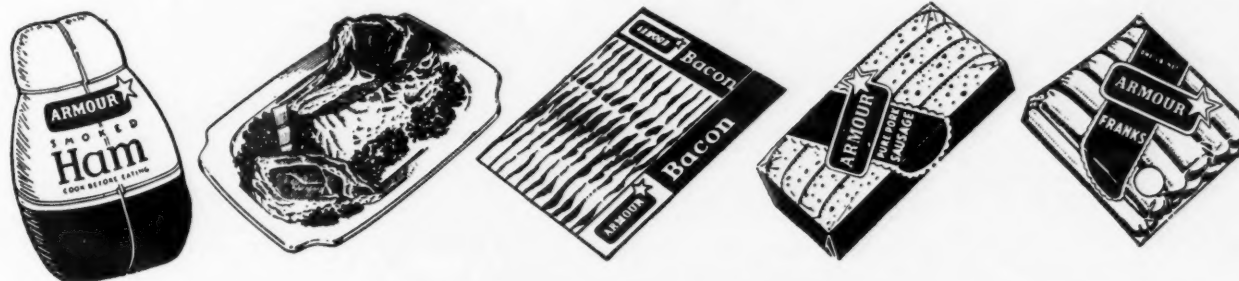
Armour and Company celebrated the opening of a new branch house in Waterbury, Connecticut, recently by inviting the people of that town to an Open House. We wanted to show them how efficiently the new branch house would serve them.

We wish you could have been with them because this new branch house is also serving *you*. Like the more than 200 other Armour branch houses throughout the country, it plays an important part in getting the products of your farm to consumers.

The average medium-size Armour branch house carries about 750 items *regularly*. A large branch carries twice as many. A branch house must have facilities for refrigerating, distributing and, in some cases, processing the foods the people it serves want. This new Armour branch house is built and equipped to perform these functions in the most efficient way.

Our new branch house in Waterbury has the facilities to supply a territory of one million people with the products of livestock. That's an important market to us and to you livestock farmers. When we supply these people efficiently it helps us win *steady* customers for our products—*steady* customers for products made from the livestock *you* raise. So, the modern, efficient Armour branch house in Waterbury helps us win good friends for livestock products. And that helps make your future in livestock farming more secure.

Incidentally, the fine products distributed through our new Waterbury branch are also distributed to retail stores near you. Why not try them? We're sure you'll like what we've done to your "raw materials." Armour quality is the reason so many people who buy products made from your livestock look for the Armour Star Label. We hope you will, too.



### ARMOUR AND COMPANY

GENERAL OFFICES, UNION STOCK YARDS, CHICAGO 9, ILL.

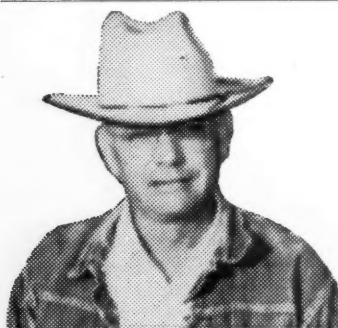
below a year ago. In some areas, of course, drouth forced liquidation of a considerable number of cows fairly early, but in some sections of the southern Plains dry weather is again reported to be forcing some further liquidation. However, government drouth relief being made available in some areas has caused some growers who had planned rather extensive liquidation to decide against it.

### Country Sales

Contracts and direct country sales reflected a range of \$19 to \$20.50 on steers, with a few high choice short yearling steers up to \$21 and \$22 with numerous big strings of yearling steers going at \$20. Yearling heifers were in a range of \$16 to \$18 for the most part. Good and choice steer calves sold freely at \$19 to \$23, a few high reputation strings mixed steer and heifer calves brought \$20 to \$21.—C. W.

### TELL IT TO THE ROBOT

Remember the old hitching post on the edge of the sidewalk? In its place now you may soon find a newfangled gadget recently put out by a parking meter company that will not only take nickles and pennies for parking but will collect the fine from you in the event you overpark.



**Saved \$10,000  
by Spending \$20.00**

Mr. Manning Vick, stockman, of Graham, Texas, writes us:

"First, I want you to know that I have enjoyed every letter that I have received since I subscribed to the Digest in January. In fact, the Digest has made me several thousand dollars this year by using your advice when you said to sell cows in May. I'd have gotten \$10,000 to \$20,000 less for my cows if I had waited. I saved at least \$10,000 by spending \$20.00 for the Digest. I would not care to be without it in these tricky times." —Manning Vick.

Many similar letters are in our files from subscribers, telling how they had saved or made money by following the practical advice of the

**Doane Agricultural Digest**

Thousands of farmers producing cattle, hogs, milk, poultry and eggs, sheep, corn, wheat, soybeans, oats, tobacco, cotton and other farm products, profit from Digest advice.

Write for Free Sample Reports and see how the Digest can help you make more money.

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## RE-SEARCH

### VALUE OF BARLEY TESTED

Ground barley, a satisfactory substitute for corn or milo in fattening, is worth about 88 to 90 per cent as much as ground corn for beef cattle. Tests reported by Kansas State College show considerable variation in the relative value of corn and barley, but barley doesn't seem to be as palatable as shelled corn and has a tendency to cause bloat; also, barley-fed cattle tend to bring less than corn-feds when marketed. For feeding to cattle, barley should always be ground or crushed.

### HOW FINE TO GRIND

The University of Wisconsin says that grinding of feed for livestock may not be necessary at times, and that there is never any need to grind feed very fine. Tests showed that fine grinding didn't improve palatability or digestibility. The researchers recommended grinding corn and small grains for both dairy cows and fattening steers; broken ear or shelled corn may be fed the latter if hogs follow them in the feedlot.

### YIELD ON SAGEBRUSH LAND

In the Great Divide area of the western range, tests by Colorado A & M College show that beef production can be more than tripled from native sagebrush pasture land that has been burned and seeded. Good results were also obtained without reseeding but by simply spraying the sage with chemicals. On an area sprayed with 1½ pounds of 2,4-D per acre, production from grasses already present jumped from 164 to 363 pounds of grass per acre. The best time for spraying, the Colorado researchers say, is from the last week of May until June 15 in the Great Divide area. The best forage-producing grass to seed following sagebrush eradication is crested wheatgrass.

### STUDY TALLOW AND GREASE

The National Renderers Association is sponsoring a tallow and grease research study at the American Meat Institute Foundation and is a participant in a similar project at Stanford Research Institute.

### STUDY CATTLE ON RANGE

Swift and Company, the Bureau of Land Management and other agencies and individuals are cooperating in a study which aims (1) to develop techniques of handling range cattle for detailed experimental research; (2) to note effect of supplements on calf crop, weaning weights, death losses, gains or

losses and other factors; (3) to determine botanical and chemical composition of diet of range cattle with special reference to deficient or excessive nutrients and materials, and (4) to work out methods for determining digestibility and metabolizable energy content of various plants consumed by cattle on Utah ranges.

### CURES PINKEYE IN SHEEP

One of the new antibiotics—chloromycetin—looks like a quick cure for sheep pinkeye, says the New Mexico extension service. Used as a 1 per cent ointment, the antibiotic will often clear up pinkeye with one application. Sheep pinkeye usually occurs before or during lambing and is often first noted when infected sheep can't find their way to a feed pen. The organism causing sheep pinkeye is different from the one causing pinkeye in cattle and other animals. Chloromycetin also holds promise for clearing up pinkeye in cattle in some cases.

### ONLY SURE F.-M. CURE

After a two-year study of the problem, a committee assigned to the task of determining the best and most effective means of combating and eradicating foot-and-mouth disease in Britain, decided that at least for the present slaughter is the most effective way of eradicating the epidemic.

### PAYS TO TREAT SEED

Tests by pathologists at Kansas State College show proper treating of seed wheat before planting will increase wheat stands an average of 10 per cent. They figure that a 5-cent investment per acre for treating the seed will return an extra dollar through better yields. It also pays well to clean the seed to get rid of shriveled grain and noxious weed seeds. They planted the same number of pounds of shriveled and normal seed, and even though laboratory germination was good for both, the normal or plump yield was five bushels an acre more than that from shriveled.

## Smuggled Cattle To Be Deported

The U. S. commissioner of customs revealed last month in Washington that the government is to release the herd of Charollaise cattle smuggled into this country from Mexico last year—on the condition that they are to be returned to Mexico. Louisiana Cattleman A. A. Broussard has been sentenced to three years in prison and fined \$10,000 for his part in bringing in the 68 animals; William A. Bab of Del Rio, Tex., was sentenced to three years and fined \$5,000. The herd, which was seized in July of 1953, is valued at \$1,068,250.

AMERICAN CATTLE PRODUCER



# NEW TAX LAW FEATURES TOLD

(Concluded from October)

## Section 167—Depreciation

**FOR THE TAXPAYER**, this section represents a tremendous improvement over the old code. It expresses Congress's desire for a liberalized depreciation policy. Section 167 specifically approves three more or less standard methods of depreciation and also approves any other consistent methods of depreciation, with certain limitations. The three which are specifically recognized are the "straight line" method, the "declining balance" method, and the "sum-of-the-digits" method.

The "straight line" method has been the one generally used by stockmen. Under it the cost of the item less its salvage value is spread evenly over the years of anticipated useful life. Thus, if a cow cost \$250, and its salvage value is estimated at \$50 and its useful life at eight years, under the "straight line" method the taxpayer would deduct  $\frac{1}{8}$ th of the difference, or \$25 each year for eight years. Under the declining balance method, he would apply a higher depreciation rate than that allowed under the straight line method. This rate, in the first year, would apply

to the full original cost, and in the second and subsequent years to such cost reduced by depreciation already taken. Thus, the depreciation deduction for each year would be less than the year before, whereas under the "straight line method" it would be the same each year. The amount of the depreciation taken under the declining balance method would be greater in the earlier years than under the straight line method, and would be less in the later years than under that method.

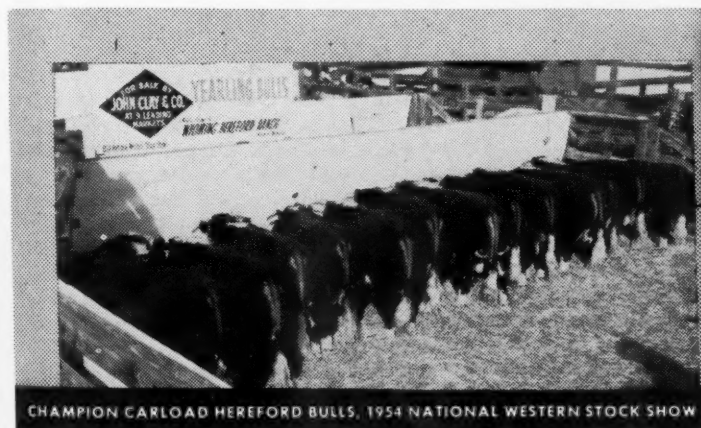
**PRIOR TO THE ENACTMENT** of the new code the commissioner had limited the use of the declining balance method quite considerably, and it was not generally considered available to stockmen for depreciation of ranch and farm assets. In addition, the commissioner had generally restricted the rate used in the declining balance method to  $1\frac{1}{2}$  times that used in the straight line method. Under the new law, the declining balance method is available for unlimited use and the rate can be twice the straight line rate. For example, in depreciating a bull over a useful breeding life of five years, 20 per cent would be used under the straight line method, but 40 per cent could be used under the declining balance method.

The sum-of-the-digits method works this way in the case of a bull having an estimated breeding life of five years: the numbers 5, 4, 3, 2 and 1 are added

and form the total of 15. In the first year  $\frac{5}{15}$  of the cost (less salvage value) is written off; in the second year,  $\frac{4}{15}$ , etc. The sum-of-the-digits method, like the declining balance method, results in greater depreciation in the early years.

The straight line method of depreciation presently in use requires that the taxpayer set up a salvage value and therefore the amount depreciated is the difference between the cost and the salvage value. Revenue agents have for some time been insisting on high salvage values in order to minimize the advantages of capital gains, and thus the straight line method of depreciation has presented serious problems for the stockman. This salvage value problem will continue to plague stockmen under the sum-of-the-digits method. Under the declining balance method, however, no salvage value need be set, inasmuch as under this method there is always a residue left at the end of the asset's useful life. Thus, a \$300 bull depreciated over a useful life of five years, using the declining balance method, would end up with a residual value of approximately \$23. If in this case the stockman had used the straight line method, the agent would undoubtedly have insisted on a minimum salvage value of \$50 or \$75.

**FOR COMPARATIVE PURPOSES** there is set forth a schedule showing how a \$300 bull would depreciate over



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### SAMPLE DEPRECIATION SCHEDULE

Method	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
Straight Line .....	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00
Declining Balance	120.00	72.00	43.00	25.92	15.55	
Sum-of-the-Digits	83.33	66.67	50.00	33.33	16.67	
Remaining Cost at the Beginning of						
	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
Straight Line .....	\$300.00	\$250.00	\$200.00	\$150.00	\$100.00	\$ 50.00
Declining Balance	300.00	180.00	108.00	64.80	38.88	23.33
Sum-of-the-Digits	300.00	216.67	150.00	100.00	66.67	50.00

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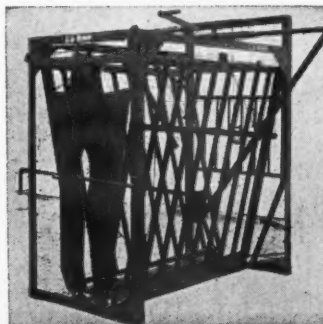
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a five-year period, using the three different methods of depreciation. In the case of the straight line and sum-of-the-digits methods, \$50 has been allowed as the salvage value, and, therefore, the amount depreciated over the five-year period is \$250 rather than \$300.

Aside from the fact that the declining balance method could eliminate arguments with revenue agents concerning salvage values, it is also of considerable advantage to the taxpayer in view of the rapid write-down in the early years, as illustrated by the schedule shown above. This would be advantageous to farmers and ranchers not only as to livestock, but also on ranch equipment and improvements which have a relatively short useful life.

Section 167 provides in general that the declining balance method and sum-of-the-digits method may be applied to all property acquired or constructed by the taxpayer after Dec. 31, 1953, provided that the property to which it is applied has a useful life of three years or more, and the original use of the property commences with the taxpayer and commences after Dec. 31, 1953.

Section 167 also contains provisions whereby the taxpayer and commissioner may enter into a written agreement as to the useful life and the depreciation rate of a particular property or group of properties, and such agreement is binding on both the Commissioner and taxpayer.

### Section 172 — Net Operating Loss Deduction — Carry- back and Carry-over.

THE OLD CODE provided in substance that where a taxpayer suffered a loss in one year, he could apply this loss against profit years, carrying it back one year and to the extent that this didn't use it up, carrying it forward for as much as five years. Thus, if the year prior to the loss year was a profit year, he would carry it back first to that year and thereby reduce or wipe out his profit for that year and obtain a refund of the taxes for that year in whole or in part. If he had some loss left over after applying it to the profit of the preceding year, he could carry the balance of the loss forward and apply it against profits, if any, in the next five years until the loss was entirely used up. The livestock industry's big profit year was 1951. The years 1952, 1953 and 1954 have been and will be loss years for many stockmen. Therefore, we had hoped that provisions of the old code would be amended so that all three of these loss years could be offset against 1951 profits.

Congress did amend these provisions by increasing the carry-back period from one to two years, keeping the five-year carry-forward. It refused, however, to make the amendment retroactive, making the two-year carry-back applicable only to 1954 and subsequent years. Thus, 1954 losses can be car-

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ried back for two years—1952 and 1953; but 1953 losses are still controlled by the provisions of the old code and can be carried back only one year to 1952. However, although the new law does not catch the stockmen's 1951 profit year, nevertheless it is of benefit to them as it is to other taxpayers in that it expands, beginning with 1954 losses, the period of years to which losses can be applied from seven to eight years, i.e., the loss year, the two carry-back years and the five carry-forward years.

A second feature of the new code carry-over provisions which is of benefit to stockmen involves changes made in the method of recomputing income in the loss and profit years for the purposes of this carry-back. Under previous and also the new code, it is necessary for a taxpayer to recompute his income in the loss year to determine his "net operating loss" which can be carried backward and forward. In making this recomputation under the old code, the taxpayer was required to add back to income the following: tax exempt interest, excess of percentage depletion over cost depletion, the excess of non-trade or non-business deductions over gross income from such sources, the excess of capital losses over capital gains, and, most important for livestock producers, the 50 per cent deduction with respect to long-term capital gains. In effect, all of these adjustments went to reduce the amount of the loss which he could carry to another year. Under the new law, no adjustments need be made with respect to tax exempt interest or percentage depletion. In addition, the new code specifically provides that losses on the sale of 117 (j) assets or on the sale of real property used in the trade or business are not to be considered non-business losses, and therefore, no adjustment need be made for them. In other words, if a rancher suffers losses on the sale of a ranch or purchased breeding animals, for instance, he can take these losses in full under the new code in determining his net operating loss for the purpose of carrying it backward and forward.

**IN ADDITION** to the above advantages, with respect to the computation of income in the **loss year**, the present code also contains more favorable provisions with respect to recomputation of income in the **profit year** to which the loss is first to be carried. Not only need there be no adjustment in the profit year for tax exempt interest and percentage depletion, but the 50 per cent deduction of capital gains (on the sale of cows from the breeding herd, for instance) will not have to be added back to the income of the **profit year**, as is the case under the old code, before the net operating loss is deducted. However, if after applying the loss against the first profit year, there remains some loss left over which the taxpayer wishes to apply to another profit year, he must recompute

the first profit year, adding back the 50 per cent deduction for capital gains and then apply the loss to compute the loss left over to be applied against the second profit year. There are other new provisions in Section 172, but they are of an even more technical and complex nature, and therefore, I will not discuss them here.

### Section 691—Income in Respect of Decedents.

**FOR SOME YEARS** we have been anticipating trouble with the commissioner over the income tax status of crops and cattle owned by a farmer at the time of his death. Crops and raised animals have a zero tax basis in the hands of a farmer on the cash basis because he has deducted currently the cost of raising. Even a stockman using unit livestock price inventories has generally a lower inventory price for cattle on hand than their actual market. In the past, upon the death of a farmer, his estate has received the crops and cattle at an income tax basis equal to their value as of the date of death so that upon the subsequent sale, little or no taxable income is realized. Thus, although an estate tax may be paid, the increment over the decedent's basis for the crops and cattle entirely escapes income tax. This has been accepted law for some years as a result of a decision in the tax court (*Estate of Tom L. Burnett*, 2 T.C. 897), acquiesced in by the commissioner.

However, a few years ago a case arose in California which has caused serious concern over this rule, **Commissioner v. Linde**, CA 9, May 4, 1954. In that case, the owner of a vineyard died in 1943 at a time when part of several year's crops of grapes remained in the hands of a cooperative marketing association being held for future sale. The farmer had delivered his grapes each year to the co-op but according to the standard arrangement, was not to be paid for his grapes until the resulting wine was actually sold. The value of the farmer's share of the wine pool, as they were called, could be fairly accurately ascertained as of his death, and the farmer's widow claimed a step-up in basis and applied this new basis against the receipts from the sale of the wine by the co-op in subsequent years. The net result was that there was very little income tax reported on the sale of the resulting wine. The government took the position that the delivery of the grapes to the co-op constituted a sale of the grapes and that all the farmer had as of his death was a contract right to receive income from the co-op. This income would be taxable in full to the decedent's widow upon receipt and no consideration was given to the stepped-up basis of the right to receive the wine pool sales receipts as of the farmer's death. The taxpayer won the case in the tax court, but the government appealed to the United States Court of Appeals for the

Ninth Circuit and this latter court reversed the holding in the tax court and held that the right to receive the proceeds from the co-op constituted income in respect to a decedent and was thus taxable in full to the widow. In the course of its decision, the court of appeals used language which cast some doubt on the validity of the **Burnett** case. The **Linde** case can be distinguished from that of the typical rancher in that the **Linde** grapes had been delivered for sale prior to death, but

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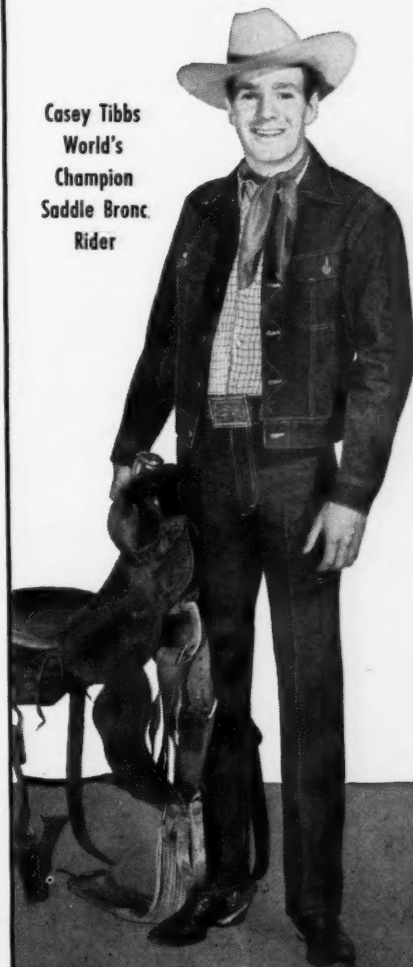
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still the language of the case is disturbing.

**SINCE THE LINDE CASE** was decided in May of this year, it was too late to get corrective legislation into the tax bill as passed by the House, but the matter was called to the attention of the Senate committee at that very late date. Understandably, the Senate committee was so busy going over the House bill and making many changes in it that it had no time to consider the implications of this most recent case. The United States Supreme Court will be asked to review the decision of the court of appeals in the **Linde** case, but since jurisdiction in this type of case is within the sole discretion of the Supreme Court and since review is granted in only a small percentage of the cases for which review is requested it is quite speculative as to whether any relief can be obtained from the Supreme Court. However, representatives of the wine industry are very much interested in this case and have drafted remedial legislation which may be considered by the next session of Congress. The new revenue code does not make any change in the tax laws on this specific question.

### Section 751—Partnerships.

**UNDER THE OLD CODE**, the income tax rules governing partnerships were barely mentioned. The specific rules were worked out in piecemeal fashion through the years by a series of court decisions, and even then there was more uncertainty in the field of the taxation of partnerships than in any other field of federal taxation. This was particularly unfortunate because of the large number of small businesses,

including large numbers of ranches and farms, which were operated under partnership form.

The new code fills in this void in the tax law in great detail. A good many of the knotty problems of partnership tax law have been solved at least to the extent that a specific mention has been made of them in the new code. Certain loopholes in the partnership tax laws have been closed such as the neat little trick of establishing a fiscal year for a new partnership different from the taxable years of the partners and thus allowing the partners to defer income tax on the income of the partnership until a subsequent taxable year. Similarly, the use of the partnership device to turn what would be ordinary income into capital gains has been largely curtailed by certain provisions aimed at "collapsible partnerships". These loophole closing provisions were effective in March of 1954. However, the new general rules governing partnerships will not become effective until the calendar year 1955 and subsequent years.

**WE WERE CONCERNED** about a provision which appeared in the House version of the new code which could have been construed to prevent capital gains treatment upon the disposition of breeding herd animals if sold by an inactive partner (such as the widow of a stockman) after dissolution of a partnership upon death or otherwise. We called this to the attention of the legislative drafters, and we are glad to report that our suggestions were adopted almost verbatim. The net result of the changes made by the Senate should be to insure that the same income tax treatment will be

accorded a surviving partner upon the sale of breeding herd animals received in dissolution of the partnership as would have been the case had the partnership itself disposed of the animals, unless such animals would have not qualified as breeding herd in the hands of the individual partner because of some particular business activities of his own. The mere inactivity of a partner should not change the status of the assets when distributed to him by the partnership.

There are numerous other changes in the law of partnerships, most of which are of general interest rather than specifically relating to the livestock industry, and we do not believe it appropriate to describe them in detail here.

### Section 270—Limitation on Deductions ("Marshall Field" Amendment)

**UNDER THE OLD** and new code, if allowable deductions attributable to a trade or business have for each of five consecutive years exceeded by more than \$50,000 the gross income derived from such trade or business, such deductions are allowable only to the extent of \$50,000 per year. In computing losses for the purpose of this limitation certain specific deductions may be excluded. Under the old code these excluded deductions were taxes and interest. The new code liberalizes this by adding to these favorably treated deductions casualty and abandonment losses connected with the trade or business, losses and expenses in the business of farming which are directly attributable to drouth, expenditures as to which taxpayers are given the option either to deduct or to capitalize (which we assume would include expenditures made for soil and water conservation), and the net operating loss deduction. Thus a farmer and rancher who has suffered continuing losses even in these extraordinary amounts will not be penalized by this section where the losses have arisen as a result of drouth, casualty or soil or water conservation activities.

**THE FOREGOING** and the material appearing in the September Producer are only the highlights of the new act as it concerns livestock. There are many other changes of general or limited importance. The law will have to be interpreted by new regulations and the precedents of court decisions. We will not know the exact meaning of certain provisions for years, if ever, and ambiguities and mistakes are sure to come to light. However, the act represents a monumental effort to bring the code up to date and to eliminate conflicts and inequities. It contains many sound improvements from the point of view of the livestock industry and we should be duly grateful to our friends in Congress and the Treasury.

AMERICAN CATTLE PRODUCER

## FARM PRODUCTION

INDEX NUMBERS, 1947-49 = 100<sup>1</sup>

Item	1947-49	1949-53	1953	Indicated 1954
Total Farm Output .....	100	704	108	106
All livestock and livestock products	100	109	114	119
All crops .....	100	101	103	98
Feed used by farm horses and mules <sup>2</sup> .....	100	73	57	51
Cropland used .....	100	100	100	100
Crop production per acre <sup>3</sup> .....	100	101	103	98
Animal units of breeding livestock <sup>4</sup> .....	100	102	103	107
Livestock production per breeding unit <sup>4</sup> .....	100	107	111	111

<sup>1</sup>Prepared jointly by Agricultural Research Service and Agricultural Marketing Service, USDA. Indications for 1954 based on Aug. 1954 crop report and other releases of Agricultural Estimates Division, Agricultural Marketing Service.

<sup>2</sup>Hay and concentrates only. Not included in farm output.

<sup>3</sup>The index of crop production per acre is a ratio of total crop production to total land used for crops. It differs from the AMS index of yields per harvested acre of 28 crops.

<sup>4</sup>Animal units and production exclude horses and mules.

In the table, indications for 1954 crops are based on the August crop report. Slight improvement in the all-crop prospects occurred during August. Improvement in corn, soybeans and hay in the main Corn Belt area were nearly offset, however, by a deterioration of cotton, peanuts and other late-growing crops, particularly in the South and Southwest. Pastures are poorer than usual in nearly all except some of the most northerly states.

The drouth which developed in July continued during August over much of the southern part of the country east of the Rockies. By Sept. 20 Agriculture Secretary Ezra Benson had designated 670 counties in 14 states as drouth disaster areas. These were: Alabama, Arkansas, Colorado, Georgia, Kansas, Louisiana, Missouri, Mississippi, New Mexico, Oklahoma, South Carolina, Tennessee, Texas and Wyoming.

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October



## Building Fund Keeps Growing

Members of the American National are rallying around, showing they realize that it takes a lot of planning, work, bricks, lumber, labor — and money—to build a home. The fine modern new structure, now building, will be the home office not only of the National association but of all its individual members when they are in Denver. By their continuing flow of contributions, arriving daily in the mails, they are making sure that the undertaking will be successfully completed in the coming New Year.

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Babbitt Ranches (John G. Babbitt)  
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Ed. Brackney (J H J Ranch)

Cowden Livestock Co.  
Lottie Haydon  
Ray Killian  
J. R. McEvoy  
Mohave Livestock Assn.

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Frank Kurzi  
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Owen Ranch  
Russ-Connick Co.  
Marty Schwabacher  
Peter J. Storm  
R. E. Sudden

### COLORADO

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Oliver Keerins  
Roy Luelling  
Joe Oliver  
Walter Shumway  
Miller Tweedt

### SOUTH DAKOTA

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Ernest Eidson  
Keith Elrod  
Ed Kaufman

Sutton Brothers  
Walter C. Taylor  
Philip Vallery

### TEXAS

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W. T. Bonner  
Joe A. Campbell  
Dameron Hereford Ranch

F. C. McQuiddy  
Albert Martin  
Mrs. D. D. Payne  
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G. R. White

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R. J. Brinkerhoff  
M & O Ranches

Redd Ranches

### WASHINGTON

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Salt Wells L. S. Co.  
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Upper Green River Cattle Assn.

## MEXICO'S STOCK

WHILE the Mexican Republic's livestock industry has shown an upward tendency in the past few years, it is still far from sufficient to meet the needs of 28 million Mexicans, according to a report issued by the Mexican Bureau of Statistics of the Department of National Economy.

The report recommended that greater federal aid be given in the control of losses caused by endemic diseases, plagues and drouth which severely affects cattle herds in the northern areas of the land.

Mexico still has insufficient veterinary facilities and laboratories for research and control work as well as scientific exchange of livestock breeding data with other lands. Currently some students do go to the United States to perfect their knowledge, but this program should be stepped up considerably.

According to official figures, the gross value of all branches of the Mexican livestock industry amounted to 4,713,584,970 pesos (\$548,189,928 at the then current exchange rate). This included cattle, horses, sheep, goats, pigs and domestic fowl.

The major livestock population is cattle, with 14,797,097 head, followed by 7,056,000 horses, burros etc.; 7,201,000 sheep; 5,552,965 pigs; 4,838,000 goats, and over 38 million domestic fowl.

Veracruz stands at the head of the livestock industry according to value, tallying 380,108,975 pesos; in second place is Chihuahua with 378,538,355 pesos and third Michoacan with 309,210,900 pesos. Sonora and Zacatecas have livestock valued at well over 200 million pesos each and the other Mexican states fall below this figure.

The figures for 1953 show an approximate 25 per cent increase over the 1940 livestock population.

The low meat intake of the citizens of Mexico has been explained in many ways, ranging from lack of sufficient meat to apathy of public to a meat diet. The truth of the matter, however, according to unofficial observers, is that beef, lamb and pork meat prices are so high in the Republic.

Higher production and avoiding of epidemic losses may provide more meat for the tables of Mexico, at reasonable prices, but this is a situation that apparently will not be a certainty for a long time to come.—EMIL ZUBRYN.

(A USDA release Sept. 20 said that meat prices in Mexico have risen and that prices of cattle in the northern drouth areas have increased materially. If the favorable prices and grazing conditions continue into 1955 they will tend to reduce live cattle shipments to the U. S. following scheduled opening of the border Jan. 1.)



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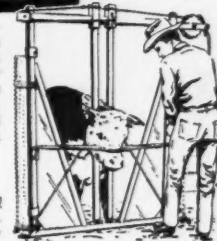
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# LADIES' CHOICE



## Through A RANCH HOUSE WINDOW

By Dorothy McDonald

Sometimes, I think, each of us asks herself, "Why am I the person that I am? Why do I choose this way of life, these friends, the groups that I belong to?"



Mrs. McDonald

There are, I suppose, as many answers as there are people to make them. Some must choose peace and space and "alone-ness" . . . to others a busy, crowded town is the only possible "home." But I suspect that none of us feels she is a whole and complete person unless some part of her life is spent in a social sharing with others.

In other words, while it is true: "It is not good for Man to live alone," I think it is impossible for Woman. Family . . . friends . . . the wider circle of the community . . . these are essentials to the peace of mind and

happiness of any woman. Or such is my sincere belief.

An article by Carrie Beck Peterson, state membership chairman of the North Dakota CowBelles, in the May issue of Bar North, their state magazine, keeps coming into my mind. Speaking of the fellowship within the group, she says, "Their hopes, interests and ambitions are ours—we enjoy talking them over, finding inspiration in their struggles, hope in their success and a warm feeling of companionship, knowing they are kin. As a CowBelle, I can feel I am part of a great and helpful organization; that I am doing something worthwhile not only for myself and my family, but also for my friends in town or country. I can help to create friendships, to spread information, to participate in helpful group projects involving especially our industry. In fact, I know that I must be a CowBelle—and I hope all ranch women may feel as I do."

I like that. Almost, it seems to me, it could be called A CowBelle Creed.

## AT HOME ON THE RANGE

For no particular reason except that I seem to be sweet-hungry today (dieting!) let's leave the main-dish BEEF recipes, important as they are, and talk about desserts. Not the good rich chocolate cakes and apple pies that please our menfolks, but the light and sharp-sweet sort to please our women friends next time we share a strictly feminine meal with them. I don't know why, but to me the generous use of fresh lemon juice or grated lemon rind seems to impart an extra-special "something" to these strictly woman desserts—the kind that, if they are too bland, are likely to deserve Himself's disparaging title for all such fluff: "wind pudding."

This is a favorite of a friend of mine. "I don't know its name," she says. "I either heard about it somewhere, or made it up, years ago before we sold the lemon grove and moved out to the ranch. I call it

### WOMAN STUFF

- 1 can of evaporated milk, chilled for whipping
- or
- 1 1/4 cups whipping cream

- 1 pkg. lemon jello
- 1/4 cup fresh lemon juice
- 1 or 2 tbsps sugar (this is optional, depending on how sweet you like it. I leave it out.)
- 1/2 cup cookie crumbs or stale cake crumbs

METHOD: Dissolve the lemon jello in a scant cup of boiling water; chill until syrupy. Beat the canned milk or cream, add sugar if desired, then lemon juice. Fold in the jello, pile lightly into serving dishes and sprinkle with a generous topping of crumbs. (I especially like vanilla wafers, rolled not too fine.) Let stand in the refrigerator for a few hours, or overnight.

Another not-too-sweet dessert is this Mystery Pudding, that comes out with a delicate cake-like top over a sharp lemon-butter bottom layer. It is one that I especially like.

### MYSTERY PUDDING

- 1 cup sugar (scant)
- 1/3 cup cake flour
- Juice and rind of one lemon (I also add 1 extra tablespoon of lemon

juice, if the one is not good and juicy.)

3 eggs  
1 cup milk Pinch salt  
METHOD: Mix sugar, salt, flour together. Add beaten egg yolks, juice and rind, then the milk. Then fold in the stiffly-beaten egg whites. Bake in a greased pan set in hot water about 30 minutes at 300 degrees, or until top is firm. Some people like this chilled, but my own preference is to serve it just barely cool. Seems to me it has a more delicate lemon flavor that way.

And, on a much sturdier subject than desserts, we finally got one of our rare recipes from a man—Paul H. Hummell of Boulder, Colo., who tells us the ingredients for a good home-made all-beef sausage:

Grind lean beef trimmings with some fat. For every 30 pounds of meat mix in 10 ounces of salt; 3 ounces pepper; 3 ounces sage. Then run through grinder again to mix well. (Season in same proportion for smaller amounts of beef.)

And so good eating . . . and good evening . . . to you all.

—D. L. McD.

## Meet Your Neighbor

It is surprising if you have not already met your neighbor, Ilda May Hayes, president of the Oregon CowBelles, because she not only has been everywhere and met everybody, but



Ilda May Hayes on "Belvy"

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somehow manages to be "there" when things happen or people of distinction meet.

Ilda May is buoyant, eager and interested, with an energy that carries her gaily through work and play. She has been known to spend all day on a tractor or transporting fence posts, and then dance every beat of the music until dawn the next day.

Born on a Harney County ranch, Ilda May strayed far afield before she came back to the home place to stay. Her first job away from home was with Chautauqua, where she acquired a taste for show people that became habit-forming and ended with her knowing many famous entertainers by their first names. She had all the fun of playing the sticks, and gained excellent training in poise and showmanship.

Apparently travel got into her system, because she only paused between trips to tell other people where and how to traipse about the world and have the most fun. She was for some years with Mr. Foster at Rockefeller Center in Manhattan, as a counselor who knew first-hand the ropes of travel in the United States, Canada, Central America, the Canal Zone, South America and Europe.

She was in Paris when Lindbergh

arrived on his famous flight. She was one of the first two ladies to fly the Andes in a commercial plane, via Pan-agra. It wasn't surprising that she was among the first thousand women to volunteer for the Women's Army Corps in World War II, where for once in army history special talents were put to good use in recruiting, then as liaison officer to Governor Charles Edison at Trenton, N. J. She was the first officer to organize the official hotel reservation project in New York City for military personnel traveling on orders.

**At the last inauguration, Ilda May was aboard the train with Oregon's official family, and an animated guest at the Washington doings.**

Following World War II, Ilda May took a travel counseling job in San Francisco for awhile until one unlucky night when she collided afoot with a Cadillac. The Cadillac won, and Ilda May spent too many weeks in hospital. Quite undaunted, she combined her enforced leisure and need for convalescence with her passion for music, and managed to restore a reluctant hand to its normal use while determinedly practicing the piano, tutoring at San Francisco Institute of Music, and increasing her music education.

Ilda May now claims she is retired

to the Ted Hayes Ranch where all she has to do, as all CowBelles know, is to ride the fences, cook for hay hands and neighbors from far and wide, and market the cattle.

On the side she manages to play a fast game of bridge, tap a light dancing foot, take active part in most of the civic and social organizations, keep up her music and riding and plant trees.

Ilda May's family are pioneer people. Her brother, Dell, now takes active management of the Hayes holdings. Her father, Ted Hayes, is a handsome, benevolent gentleman of 92 years, who until only the past few months could buckaroo with the best of them.

**The whole family has a fine talent for "neighboring" and is particularly friendly and gay, loving music and laughter, with not a one of them able to keep still when the music starts.**

Ilda May is an ardent CowBelle, full of ideas and the ability to carry them through. "Neighboring" comes so natural to her that she is literally neighbor to people all over the world. It is my pleasure to ask you to meet your neighbor, Ilda May Hayes.—By Gladys Byrd Davis, Charter Member, Oregon CowBelles.

## American National Cowbelle Chimes

OREGON EDITION

Vol. 2, No. 10      OCTOBER, 1954

President — Mrs. John Guthrie, Porterville, Calif.  
Secretary - Treasurer — Mrs. Clyde Carlisle, Porterville, Calif.  
Vice Presidents — Mrs. Joe Watt, Moorcroft, Wyo.; Mrs. M. E. Trego, Sutherland, Nebr.; Mrs. John Hanson, Bowman, N. D.  
Editor — Mrs. Dorothy McDonald, 7905 Pala Street, San Diego 14, Calif.

### A MESSAGE FROM THE PRESIDENT OF THE NATIONAL COWBELLES

We've just returned from Denver and a very fine meeting of our general council on the 9th and 10th of September. Eighteen members were present, in addition to your secretary, Mrs. Clyde Carlisle, and myself. I am truly proud of our state CowBelle organizations for their tremendous support of our 1954 beef promotion program. Too, at the public relations committee meeting of the American National Cattlemen, to which the CowBelles were invited, the reports from the various states repeatedly mentioned the major contribution of the CowBelles in beef promotion activities. My sincere congratulations to all of you.

At our general council meeting we appointed a by-laws committee

to consider naming a definite amount for affiliation fees and to suggest a uniform spelling of our name—CowBelles, Cow Belles or Cowbelles. This committee will be composed of Mrs. Waldo Haythorn of Nebraska, chairman; Mrs. Earl Morrell, North Dakota, Mrs. Jake Schneider, California and Mrs. Rawley Hawes, Idaho. I would appreciate your comments.

Our charming vice-president, Mrs. Watt, is contacting the state presidents so that you may arrange to have your CowBelle song or songs presented at our breakfast on Jan. 11. We want a good display of promotional material at our annual meeting. Mrs. Floyd Bloomfield of Pullman, Wash., and Mrs. John Hanson will be in charge of arranging this.

... And, while my thoughts are on the convention, have you sent in your reservations?

Until next month... ask your neighbors to eat more beef, to enjoy beef and good health.—Marian Guthrie, President.

### Report on Oregon Cow Belles

The Oregon CowBelles were organized May 10, 1953, at the cattlemen's convention in Portland, by 26 women. Like all normal infants, we have spent our first year, for the main part, simply growing and getting used to our own identity.

Of course we have also learned much and taken a step or two, probably with more confidence than skill.

The Oregon CowBelle organization is a healthy baby, having grown to a membership of 356 in the first year. There are now 450 members in the state group, and we have been told by the National secretary that Oregon leads in the number of state members who are also members of the National CowBelles.

The tentative passes we've made toward our job of "aiding and abetting" the cattle industry have been successful and promising. We have made progress by grasping any good idea that came along and giving it a vigorous try. We have perhaps been short on actual planned programming, but long and strong on the definite aim to help make folks beef conscious.

Our daily theme has been "Home on the Range," and we didn't care what kind—gas, wood, electric—any range will do, just as long as it is devoted to cooking BEEF. We had some luck in that an editor "picked up" and syndicated one of our beef stories from the CowBelles' Corner of the Oregon Cattleman magazine, and in this way it reached thousands of readers.

We have had a good many demonstrations on meat cutting and cooking, and people generally responded with interest and enthusiasm. We have also made a start in promoting greater consumption of beef by distribution of free recipes, "The Best Ways To Use Beef," through butchers and merchants.

Perhaps one of the great contributions of any CowBelle group is bringing to the community generally the realization that the people in the cattle industry are also members of the community and interested in its progress and problems. This is a goal we have worked toward—and we will continue to do so—and from this cultivation the cattle industry should reap a harvest of good will and support.

**Present officers of the Oregon CowBelles were elected at the first meeting for a term of two years. They are: Miss Ilda May Hayes, president; Mrs. Tom McElroy, Jr., vice-president; Mrs. Paul Stewart, secretary-treasurer. The original executive committee consisted of eight ladies representing different parts of the state, but in 1954 this number was increased to 16, and there is also one lady, Mrs. Sam Keerins of John Day, who acts as liaison representative with the marketing committee of the cattlemen's association.**

The job we've got today does not compare with the enormous job done before us by this country's pioneers. We need only to market our cattle at a profitable price—and that is certainly the job the Oregon CowBelles want to help the cattlemen do. So we've pinned on our cowbells, and our own coats of arms (our brands) and gone to work.

We hope to have much more to report in 1955.—Ilda May Hayes, President, Oregon CowBelles ,

## Here And There With Other CowBelles

At the Boulder County (Colorado) CowBelles' and Stockmen's picnic on



This adroitly-put-together creation was the Grand Mesa CowBelles' float in the recent Delta (Colo.) Appreciation Day parade. The fact that the "torso" was being worn by one of the ladies made it possible for applause to be acknowledged along the route with bows and waves. The "whiteface" wore a little lace cap tied under the chin with a pink ribbon matching the roses in the bonnet, and was dressed in a fashionable green squaw dress . . . and oh, yes cowbell earrings! With cedar bough coverings on the platform and red and white signs, the float made a colorful and interesting picture.

the Art Weaver Ranch during August, Paul H. Hummell of Boulder brought all-beef sausage he had made from a recipe that had been in his family for many years. After serving generous samples of the delicious sausage Mr. Hummell distributed the recipe. This was one of the highlights of the day and proved that though beef sausage may be a new product on a national scale, it has long been known to Coloradans. (The recipe itself is reproduced in a preceding column.)

Elbert County (Colorado) CowBelles came through with high honors at their County Fair in August when their booth won the blue ribbon. CowBelle recipes and beef posters were distributed there, and the ladies feel that as a beef promotion undertaking the booth was well worthwhile.

Mrs. Owen Bacon, vice-president of the Crowley-Kiowa-Lincoln County CowBelles (Colorado), presented the winning recipe at the meat publicity luncheon in Ordway. Purpose of the meeting was to have the 70 guests, wives of Crowley County business men, select the best beef rib dish recipe. Each CowBelle member brought her recipe and a dish prepared from it. The winning recipe was sent to state CowBelle officers in Denver to be released as the Recipe of the Week. (Sorry we do not have a copy to present here.—ED.)

The widely-known CowBelle Trio from Kansas (Mrs. Walter Broadie, Mrs. Paul Randall and Mrs. Lowell Randall) will sing at two entertainments planned for farm families by Capper Publications. On Oct. 13 they will appear at the Capper Livestock Jamboree at WaKeeney and on Oct. 15 at Pratt.

The Columbia County (Washington) CowBelles had an "Eat Beef" booth at the County Fair on Sept. 17 and 18, introducing beef bacon and beef sausage by cooking and giving away samples. To raise money for this project they had a sandwich and pie booth for workers the week of preparing for the fair.

The Columbia CowBelles also voted to award a calf to a "future CowBelle" who was interested in feeding. This award was made at the fair, with the help of the county extension office.

To finance this and their other projects, the Columbia CowBelles undertook the feeding of the people who attended open house at the Simplot Fertilizer Plant last July 10.

The Adams County (Washington) Cattlemen's Association and CowBelles held their picnic in August at the Ritzville City Park. The September meeting was held at the Fair Building, where everyone spent a part of

the day helping to put up their fair booth.

A combination picnic and CowBelle meeting was held by the Kittitas County (Washington) group at the Franklin Schnebly ranch in August. Despite a change in the weather there was a large crowd.

Mrs. W. W. Metzger, president of the Nebraska CowBelles, presided as Queen for a Day at the 27th annual livestock show and world championship rodeo of the Knights of Ak-Sar-Ben on Sept. 28. For the past eight years this honor has been extended to the state president of the CowBelles as a part of the ceremony honoring the Nebraska Stock Growers and CowBelles during this event.

Three Nebraska CowBelles, Mrs. Burt Randall of Unadilla, Mrs. George Hutchinson of Albion and Mrs. Marvin Talken of Richland, took top honors in the ladies' division of judging at the State Angus Day recently.

The Arizona CowBelles are sorry to lose one of their best-known and most active members, Mrs. Phil Nowlin. Mr. Nowlin has accepted the position of manager of the Phelps Dodge Ranch at Dawson, N. M., and their many friends wish Phil and Pat success. Both have been active in the cattle industry in Arizona, and Pat Nowlin was secretary-treasurer of the National CowBelles in 1953.

A "National Beef Foundation" such as was suggested by the Stanford Research Institute is still far in the future, unless some method of financing it can be worked out. In the meantime, the American National, the CowBelles and others are doing a good job with funds on hand, the first coordinated national promotion, running from Aug. 1 to Nov. 20, reached its peak during the week of Sept. 30 to Oct. 9, with beef and vegetable producers joining hands with processors and distributors to feature stews, pot pies and other vegetable-beef combinations.

The National CowBelles are squarely behind this campaign. State and local groups are also participating.

More than 1,500 yearbooks will be mailed to members of the National CowBelles this month. From a charter membership of approximately 300 in 1952, this is a fine, healthy growth. But let's not be satisfied until every cowman's wife is a CowBelle . . . and every member of the state and local groups is also a member of the National. If you ask the one next to you . . . and I ask the one next to me . . . this could very well be.

The popular series of "CowBelle Recipe of the Week," distributed through-

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out Colorado in recent weeks, has proved so successful as a merchandising aid that a major grocery chain has asked for distribution in all of its stores throughout the nation.

Recipes are furnished by various CowBelle groups, tested by the extension service at Colorado A & M college and printed on 3 x 5 cards. Photographs or mats of the finished dish go to local newspapers. Grocery stores are printing recipes in newspaper advertising and featuring them on radio programs. Distribution is made from meat counter with CowBelles frequently pitching in to display finished dish and aid in "point-of-contact" sales work.

\* \* \*

Success of the beef booth which the Santa Clara County CowBelles had at the county fair, Sept. 13-19, can be seen in the number (2,400) of recipes for economy beef cuts given out to visitors. Two free beef drawings were held daily with the winners receiving donated rib roasts. Economy beef dishes prepared by the CowBelles also drew attention.

Another activity at the fair was participation by the CowBelles in awarding FFA and 4-H trophies.

These CowBelles are continuing to work hard on the "Eat More Beef" program, distributing recipes at market outlets and also at a cooking school held recently in San Jose, Calif.

\* \* \*

Three months from now the National CowBelles convention will be called to order in Reno. Will YOU be there?

### To The National Juniors . .

The American National Cattle-men's Association is raising funds for a building. We have been given the opportunity to help them by furnishing the chairs for the reception room.

The cost of the chairs will be around \$800. We have secured some of the money by donations. The South Dakota Juniors have given \$75.

The National Juniors have decided to raffle a bridle and lady's purse to be given away at the convention in Reno. Our vice-president, Don Ham, is in charge of these tickets. He will send them to each state organization to be distributed among the membership. If you should fail to receive your tickets, feel free to write to Don at Viewfield, S. D.

The Omaha Daily Journal-Stockman is going to run an article about the history and development of the Juniors. Watch for it!

See you in Reno.  
Your president,  
JERRY HOUCK, Gettysburg, S. D.

## SOCIAL SECURITY FOR THE FARM

**A** MENDMENTS to the Social Security Act which became law on Sept. 1, extend protection to almost all farm families after this year: Nationwide, about 13.6 million self-employed farm operators will be covered for the first time much as other self-employed persons already under the program. About 2.1 million more hired farm workers will start building old-age and survivors insurance for themselves and their families on Jan. 1, 1955, and about 3.6 million farm operators. Previously, about 700,000 "regular" hired farm workers were covered.

Under the new law, all farm workers receiving at least \$100 in cash wages by any one employer in a calendar year will be covered. Before, only agricultural laborers who worked most of the year for a single employer were covered. About the only group of hired farm workers not now covered are those migrating rapidly from one farm to the other.

Pay roll taxes of 2 per cent for hired workers will be paid by employer and employee on incomes up to \$4,200. By 1975 this rate will go up to 4 per cent each. Farm operators with earnings of \$400 or more will contribute 3 per cent of their net earnings up to \$4,200. By 1975 these contributions are to be raised to 6 per cent. The contributions will be computed and payable at the same time as personal income taxes—Apr. 15, 1956.

Benefits under the program will depend upon the average monthly wage and length of period in which contributions are made. These are converted to quarters of coverage. Six quarters of coverage provide minimum benefits; 40 quarters make an individual "fully insured." Monthly retirement incomes per annuitant at age 65 will be from a minimum \$30 to a maximum \$108.50. Maximum family benefits will go as high as \$200. For a widow with children under 18 years old benefits may go as high as \$140 a month; less if there are no children.

### Simplified Procedure

For farm operators whose gross income is under \$1,800 in a year, there is a special simplified reporting procedure. He will report his income for social security and pay his first self-employment tax on his 1955 earnings. Reports and taxes go to the District Director of Internal Revenue.

Newly-covered farm operators and workers who have never had social security account cards or have lost their cards should get in touch with the nearest Social Security District Office; if not convenient to visit that office, application blanks available at post offices can be mailed in.

## Angus heifers make SUPERIOR MOTHERS

### Less calving trouble

Angus heifers have less calving trouble, for Angus calves have smaller, polled-shaped heads. Gives you more calves to sell.

### Give more milk

Angus cows are alert, aggressive mothers . . . provide more milk for their calves. Gives you bigger calves to sell. Be ahead! Build an Angus herd! Buy Black heifers!

American Angus Assn., Chicago 9, Ill.

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**Keeps Branding Irons Constantly at Proper Heat!**

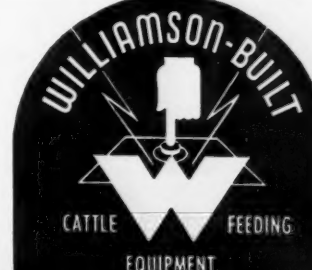
Enables you to brand faster, and better, with less help! **Soft flame** envelops entire furnace. Heat retained by asbestos firewall. Irons heated uniformly anywhere in furnace. Don't burn up! Unit is **portable**. Legs pull off for easy carrying. Wind-proof! Weather-proof! Economical to operate.

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**Farnam Co., Dept. 3      Omaha, Nebr.**

**Matrimony leaves a man little choice—either he settles down or settles up.**



**WILLIAMSON-BUILT**

CATTLE FEEDING EQUIPMENT

**JOHN W. WILLIAMSON & SONS, INC.**  
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### ECONOMY FETAL EXTRACTOR (CALF PULLER)



Detachable power head for fence stretcher, hoist, winch. Light weight, durable, powerful. Low priced, \$22.50; instructions. Postage extra (ship. wt. 16 lbs.). See your nearest dealer. If not available order direct from factory. Free catalog.

**DEALERS WANTED**

**M-T SPRAYER CO.**  
Livestock Supplies  
P.O. Box 7877  
Denver 15, Colorado

# SALES

**OCT. 20 WYO.** **HEREFORD RANGE BULL SALE OCTOBER 20**  
Lunch at 11:30 1:00 P. M.  
59 BULLS—All coming 2-year-olds  
At our ranch, 5 miles north of Wheatland on U.S. 87  
Write for catalog  
**The von Forell Herefords** Wheatland, Wyo.

**OCT. 25** **COMBINATION SALE**  
North Star Herefords, Inc.—Thorp-Krafka  
**ABERDEEN, SOUTH DAKOTA**

**OCT. 25 COLO.** **NORELL HEREFORDS**  
Offering 175 Registered Herefords—225 Commercial Herefords. Cattle that have done well for us and for others—and they will do well for you. . . Cows, Heifers, Calves, Bulls.  
**SALE OCT. 25 — COLLBRAN, COLO.**

**OCT. 25 MONT.** **N BAR Annual Angus Ranch Sale**  
Oct. 25 at ranch 18 mi. s.w. of Grass Range, Mont.  
Offering: 450 animals—commercial and purebred heifer calves, cows, yearling and 2-year-old heifers; steer calves for 4-H, and purebred bull calves.  
**N Bar Ranch, Jack Milburn, Mgr., Grass Range, Mont.**

**OCT. 27 KANS.** **SUTOR HEREFORD FARMS**  
offer 101 head of the best young HEREFORDS we have ever produced. Nearly all our show herd sells. You won't be disappointed with the quality or the condition of these cattle.  
**SALE at the ranch ZURICH, KANS. Wednesday, OCT. 27**

**OCT. 28 MONT.** **2nd ANNUAL BODLEY HEREFORD RANCH SALE**  
12:30 P. M., Oct. 28  
In Sale Barn at the Ranch HOBSON, MONTANA  
51 BULLS — 20 FEMALES  
For catalog, write E. H. Bodley, Hobson, Mont.

**OCT. 29 MONT.** **WARREN HEREFORD RANCH SALE**  
OCTOBER 29, 12:30 Deer Lodge, Mont.  
Lunch Served—Sale at the Ranch, 1 mile north of town  
60 HEREFORD BULLS  
Write for catalog to C. K. Warren, Box 311, Deer Lodge, Mont.

**OCT. 31 NOV. 1 MONT.** **TRI-STATE HEREFORD FUTURITY**  
55 BULLS SHOW AND SALE 30 FEMALES  
The Cream of the Crop from 3 States  
Always the Top Hereford Event  
**SALE at FAIRGROUNDS, MILES CITY, MONT.**  
For catalog write to N. WARSINSKE, Box 1497, Billings, Mont.

## HEREFORD STATISTICS GIVEN

America's purebred Hereford breeders recorded 552,554 calves during the fiscal year ended Aug. 31. Despite widespread drouth and declining prices, the year's total recordings with the American Hereford Association were the second highest in history, with the registration total for the last 12 months only 8,240 below the record set last year.

## TAUSSIG RANCH RESOLD

The Taussig Ranch at Parshall, Colo., has recently been sold to David and Andrea Lawrence, internationally known skiers who have for some years been interested in producing livestock. The ranch was bought from the widow of Okla Vansalous of Oklahoma, who had purchased it upon disposal of the Taussig registered herd some years ago.

## 1954's 200,000th ANGUS CALF

A June calf on the Turkey Creek Ranch of G. E. Wasdin, Bremen, Ga., is the 200,000th animal registered by the American Aberdeen-Angus Breeders Association this year. To date in 1954 more purebred Blacks have been entered in the Herd Book than in the entire first 30 years of the association's existence; this is also a 21-per-cent increase over any previous year's figure.

## TURNER BUYS HALF INTEREST IN BULL FROM SELLMAN

Turner Ranch at Sulphur, Okla., is the recent buyer of a half-interest in SR Prince Domino A from Sellman Bros., Watrous, N. M. A senior calf was also recently selected on the Sellman Ranch by Alan Feeney of Milky Way Herefords, Phoenix, Ariz.

## NATIONAL POLLED HEREFORDS TO SHOW AT COLUMBUS

At the 1954 National Polled Hereford Show and Sale, Nov. 1-3 in Columbus, O., more than 400 animals will be competing for \$7,500 in premium money. Last year this national breed event was held in San Francisco; the year before in Tulsa, Okla.

## \$25 TOP MADE AT CHICAGO

Top price of \$25 was chalked up at the special feeder cattle show and sale at the Chicago Union Stock Yards on the grand champion load of feeders—703-pound western bred Hereford yearling steers—and the same price took the reserve grand champions—the first prize load of steer calves—Herefords weighing 515 pounds, also from the West. Last year's top for the grand champions was \$23.25. A load of western heifer calves, 481 pounds, went to an Ohio buyer at \$19.25. Heifer yearlings from Montana sold at \$18.75. Two-year-old steers from South Dakota made \$22.50. The next 20 loads, steers, went mostly at \$21-23 for steers and generally \$22.25-22.75. Herefords made up the 88 loads.

AMERICAN CATTLE PRODUCER

## WALLOW

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## WALLOWA COUNTY SALE

### MOVES 1,800 ANIMALS

The September 6 feeder sale held at Enterprise, Ore., under auspices of the Wallowa County Stockgrowers Association featured a consignment of 1,800 feeder steers and spayed heifers. Bidding was active on the part of the 66 buyers who came to the sale from California, Washington, Idaho and Oregon. Most of the cattle had been brought in two days before the sale, sorted for class, size, etc.; and most were sold in carload lots. Average price of the better end of the 1,450 yearling steers was \$19.61 per cwt., with a top of over \$20. A few fairly fat grass two-year-olds brought a top of \$21.40, with the next-best price \$21 even. Spayed heifers had a top of \$18.40, average about \$17. The animals were all off hard bunchgrass pasture with a few supplement-fed.

### CHICAGO GETS "BILLIONTH"

Last month the Chicago Union Stock Yards welcomed its billionth animal, for which \$1-a-pound was paid to the owners and which was slated then to go on exhibition. A check for \$1,180 was paid to Lowell and Robert Fevold of the feeding firm of Bert Fevold and Sons, Humboldt County, Ia., in payment for their Hereford steer which was the billionth animal to come through the gates of the yards. The price was a far cry from those paid for the first arrivals in 1865; at that time, hogs brought 9 cents a pound—with one load going even below that figure.

### GAYDEN SEES ADVANTAGE IN MARKET SITUATION

The market readjustment period now faced by cattle raisers is hard on commercial producers and purebred breeders alike, but it is good for breed improvement, according to Harry Gayden of Houston, Tex., executive secretary of the American Brahman Breeders Association. He says commercial cattlemen have become more selective minded, sending many poor quality cattle to slaughter. Mr. Gayden believes the American Brahman breed will benefit more than other beef breeds; it is a younger one and has not experienced enough severe culling as yet, even though the Brahman has shown great improvement in the past 15 years.

### HEADS N. E. TEXAS ANGUS MEN

J. L. Myrick, manager of the Byars Royal Oaks Angus Farms, has become president of the Northeast Texas Aberdeen-Angus Association; he succeeds Arnold Wilkins of Henderson.

### BRAHMAN MEETING BOOKED

The board of directors of the American Brahman Breeders Association has set its fall meeting for Nov. 1 at Kissimmee, Fla., which is also the home of the organization's

**NOV.  
23  
WYO.**

**WYOMING HEREFORD ASSOCIATION  
Annual Sale  
CASPER NOV. 23 WYOMING**

**DEC.  
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### BEAR CLAW RANCH

60 BULLS — 120 Money-Making Bear Claw Herefords — 60 HEIFERS

Auctioneers:  
H. B. Sager  
Howard Schnell

**DEC. 4  
BILLINGS, MONT.**

Sale at Billings  
Livestock Commission  
Co. Yards

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To give essential facts about your next sale. It will bring you the buyers. The cost is small.

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A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin  
Meeker, Colo.

### POLLED OR HORNED HEREFORD BULLS

Our bulls have sired top selling feeder cattle for many commercial cattlemen

**RUGGED BULLS REASONABLE PRICES**

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Gillette, Wyo.

### REMEMBER...

Our 50 bulls at auction at our ranch Oct. 13 . . . and 50 bulls and 180 females at private treaty at any time.

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## ABERDEEN-ANGUS CATTLE

Purebred and  
Commercial

GRASS RANGE

**N BAR RANCH**

MONTANA

## CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

**Herbert Chandler**

**Baker, Oregon**

immediate past president, Henry O. Partin. Host to the meeting will be the Eastern Brahman Association; O. L. "Slim" Partin, its president, and Al M. Cody, the secretary, both live at Kissimmee.

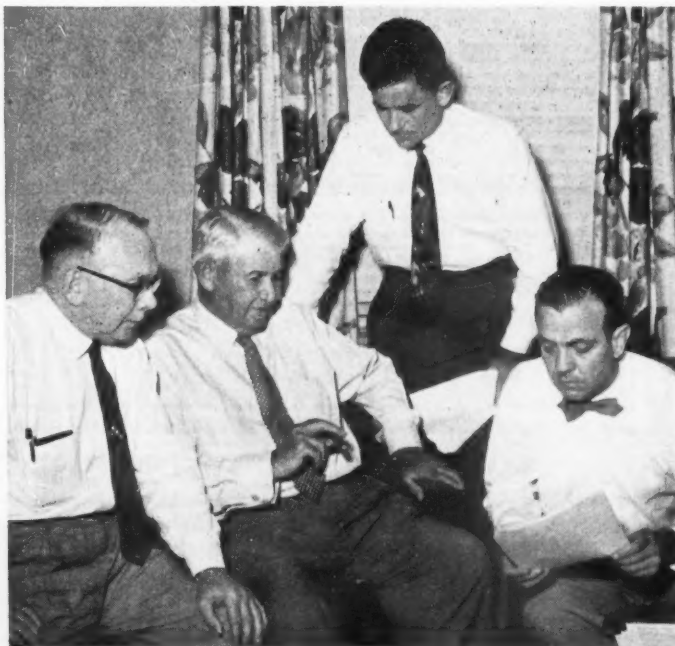
At last count, the American Brahman Breeders show an active membership of 2,067, located in 36 states and 19 foreign countries. Number of cattle recorded by ABBA on Sept. 1 was 211,765, with registered Brahmans to be found in 47 of the 48 states and in 34 other countries of the world.

#### FORT WORTH PREMIUMS SET

The Southwestern Exposition and Fat Stock Show, dates of which are Jan. 28-Feb. 6, 1955, will offer \$183,677 in cash awards, the greatest total in its history. Another first will be the showing of Santa Gertrudis cattle in competition for \$2,000 in prize money.

#### TEXAS BEEF COUNCIL HEADS PLAN CAMPAIGN

Discussing Texas Beef Council's beef program are these planners: (l. to r.) Loyan H. Walker, Abilene, executive director; Paul Cain, Dallas; Roy Parks, Midland, president, and Henry Biederman, Fort Worth, public relations director, Texas & Southwest Cattlemen.



#### WEST COAST PRODUCERS COOPERATE IN PROGRAM

The cameraman moves in on a trio of West Coast leaders of the late-August Vegetable-Beef Conference in San Francisco: (l. to r.) C. B. Moore, secretary, Western Growers Association; Carl Garrison, chairman, California Beef Council; John Marble, chairman, American National Cattlemen's marketing committee.



#### NEW ANGUS GROUP FORMED

L. J. Green of Volborg, Mont., has been elected to head up the Eastern Montana Aberdeen-Angus Breeders Association, which held its first meeting in Miles City in mid-September. Other officers are Paul Young of Rosebud, vice-president, and John O. Harstad of Forsyth, secretary. Plans are in work for a commercial sale on Nov. 6.

#### CITY KIDS TURN STOCKMEN

Sponsored by the Union Stock Yard and Transit Co. and the Valentine Chicago Boys Club, 40 city-born-and-bred boys are raising steers. The 12- or 13-year-old boys are raising 20 steers at the yards. The sponsors are supplying the animals, a room at the yards, supervision and assistance. The city kids will show their animals at the 1954 International Live Stock Exposition, Nov. 6-Dec. 4.

#### Special Cattle Trains

The Burlington Railroad announces it will again operate special train service to move heavy fall livestock shipments from Wyoming, Montana and Nebraska points to all markets and feedlot stations. General Livestock Agent Ray C. Burke offers the following information on schedules:

Montana-Wyoming Livestock Express leaves Billings 10:00 P.M. daily except Saturday and Sunday and loads stock at Big Horn, Bentzen, Lodge Grass, Spear, Aberdeen, Parkman, Ranchester, Sheridan, Arno, Verona, Clearmont, Kendrick, Arvada, Echeta, Gillette, Edgemont and Alliance.

Belle Fourche special leaves Gillette, Wyo., 10:00 A.M. Saturdays only; stops at Moorcroft, Upton, Newcastle, Edgemont and Alliance.

Powder River: Departs Bonneville, Wyo., 1:00 P.M. Fridays, serving Lysite, Arminto, Powder River, Bucknum, Bishop, Casper, Glenrock, Carey, Orpha, Morton, Douglas, Glendo and Guernsey.

Box Butte train operates Fridays only, leaving Alliance 10:30 P.M., arriving Lincoln 10:00 A.M. next day, connecting with trains south and east.

Sand Hills: Fridays, Saturdays and Sundays, leaves Alliance 9:30 A.M., serving Antloch, Lakeside, Ellsworth, Bingham, Ashby, Hyannis, Whitman, Hecla, Mullen and Seneca.

The new Middle Loup route operates Fridays, Saturdays and Sundays, leaving Thedford, Nebr., 4:30 P.M. and serving Halsey, Dunning, Linscott, Anselmo, Merna, Broken Bow, Berwyn, Ansley, Litchfield, Hazard and Ravenna.

Livestock originating on the Burlington may be fed in transit on that route or other railroads between the Missouri River and eastern markets.

#### Sheep Scrapie Cleaned Out

With the slaughter last month of 117 sheep in Vinton County, O., the last known source of the contagious scrapie disease is removed in this country. Positive eradication is not being claimed for the reason that recognizable sick and nervous symptoms of scrapie are slow to develop, taking as long as three years in some animals. Thus, healthy-appearing but infected sheep can serve as carriers for months or even years. There is no known cure for scrapie, which eventually paralyzes and kills sheep and possibly goats.

#### WALLOWA COUNTY INSTALLS NEW FULL-TIME SECRETARY

The Wallowa County Stockgrowers Association recently installed a new full-time secretary in the person of Mrs. Florice Berland of Enterprise, Ore. President Robert A. Tippet states that increased activities of the association will keep a permanent secretary busy.

#### CAN'T CALL BEEF "BACON"



The Canadian Health Department ruled recently that the word "bacon" cannot be used to describe a beef product similar to bacon (such a product is being sold to some extent in Canada) but only to describe a hog product, reports the National Provisioner.

AMERICAN CATTLE PRODUCER

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## FARM POPULATION DOWN

The population on farms in the U. S. was about 21,890,000 in April 1954, according to the Bureau of the Census and the Agricultural Marketing Service. There was a drop in farm population between 1950 and 1954 which continued the long-time downward trend, and farm residents now total 13.5 per cent of total population. Between 1940 and 1945, the number of persons living on farms fell by over 5 million. Some rise occurred following the end of the war. After 1948, the downward trend was resumed; and, since 1950, farm population has decreased on the average about 750,000 persons a year.

## FEWER LOCKER PLANTS

The number of frozen food locker plants in the United States in January 1954 totaled 10,854 or a slight decline from 10,954 a year earlier, the USDA reports. In 1951 the number hit a high of 11,608 and has declined every year since. In 1938 the number was 1,269. Zero degree storage space in locker plants and homes totaled nearly 115,000,000 cubic feet, or about 40 per cent of all net storage space in the country at the start of the year, USDA said.

## CATTLE BRUISES COSTLY

Losses from bruises, injuries and death in shipping cattle to market add up to millions of dollars each year. The Montana extension service said that one out of every 15 cattle marketed is so badly bruised that the average value of the meat lost per injured animal is about \$6. The use of electric prods or canvas slappers in moving cattle in pens and up chutes, and making sure there are no sharp objects in corral fences, chutes, trucks or railroad cars are suggested as some of the ways to prevent these ranch-to-market losses.

## Aussie Dog To America

"Bluey," the affectionate name given to the working cattle dog of Australia, is about to be introduced in this country. The first pair of these dogs has been sent to Robert J. Kleberg, Jr., president of King Ranch, Kingsville, Tex. He had become interested in them while visiting Australia to arrange the shipment of some of his Santa Gertrudis cattle to tropical Queensland. (The Santa Gertrudis, developed on King Ranch, is a cross between Zebu and Shorthorn.)

# BONDS FILL MANY NEEDS

Livestock men of the nation are being urged by their leaders to buy U. S. savings bonds. American National President Jay Taylor has said that these bonds "constantly help build up reserve buying power in the hands of our people. This is important to the

business of the community, to all persons buying our products." . . . Don Collins, the National's first vice-president, notes that "Bond buying helps build up financial reserves for the day of need and that means happiness and contentment. It helps curb inflation."



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Belows Like a Bull—Cattle Respond Quickly. Greatest time-saver for livestock industry. Easily installed on car—truck. Deep penetrating tone carries for miles. Imitates any cattle sound. Great novelty horn, too. If your dealer can't supply you, order direct and send us his name. Send check, M.O., C.O.D. Money back if not satisfied. Dealer inquiries invited.



Complete with Steering Post Control Lever  
**SPECIAL INTRO-DUCTORY OFFER**

**\$10.95** Post-paid.  
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### USE BURDIZZO

**BLOODLESS CASTRATOR**

**USED SUCCESSFULLY**

**OVER 30 YEARS. YOU GET . . .**



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- No hemorrhage
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- No screw worms

Ask your dealer for the original bloodless castrator made by La "Burdizzo" Co., Turin, Italy

**BE SURE IT'S BURDIZZO**

## SOCIAL GATHERING

Usually when you put two and two together what it really adds up to is a card party.

— Howard Haynes

**IN PEACE OR WAR...BOOM OR HARD TIMES**  
**DUAL PURPOSE**  
**MILKING SHORTHORNS**  
**ARE**  
**MOST DEPENDABLE**  
**BREED OF CATTLE**

What determines the REAL value of a breed of cattle? Prize Winners? We have them! A Milking Shorthorn holds highest butterfat record in world; also highest records on twice-a-day milking! How about records on AVERAGE farms? We have these too—by the thousands! Average farmers, men who MUST count each penny, DEPEND on profits from Milking Shorthorns. That's because Milking Shorthorns convert home-grown feeds and roughage into milk, meat and butterfat most economically. Milking Shorthorns are BIG, STRONG, RUGGED. You get 4% milk and greatest salvage value of all milk breeds. Their TWO-WAY bargaining value plus greater saleability of calves means greater security under ANY world conditions. Get FREE facts or subscribe to Milking Shorthorn Journal. 6 months, \$1.00; \$2.00 per year; 3 years, \$5.00.

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## MONTANA POLLED HERFORDS

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Quality Weight for Age—Good Selection  
Write or Visit Us  
Wm. Spidel, Pres., Box 1098  
**Roberts Loan and Cattle Co.**  
ROUNDUP, MONTANA

# NAT'L at WORK

(Continued from Page 8)

Attendance at a general council, public relations and research committees meeting in Denver, Sept. 8-10, by representatives (including CowBelles) from 21 affiliated state organizations. . . . Appearance of Assistant Executive Secretary Rad Hall before the County Agents Association convention in Shreveport, La., where he also played a three-way role in appearing on Radio KWKH, Television KSLA and on the program of the Caddo-Bossier Cattlemen's Association. . . . Attendance of Information Director Lyle Liggett at a meeting in Billings, Mont., and a gathering at the Denver Chamber of Commerce on the subject of promotion of beef.

Soon after American National leaders met at Denver and adopted a resolution concerning the emergency drouth feed program, Agri-

culture Secretary Benson announced that stockmen in drouth areas would be credited \$1 a cwt. on feed grain purchases instead of 60 cents. The cattlemen's resolution had called for alteration of the program to enable stricken stockmen to buy surplus feeds at prices comparable with last year's.

A meeting of the National Live Stock Tax Committee is being called sometime between now and the date of the Reno convention. Heading up the meeting will be Chairman Henry Boice and Tax Attorney Stephen Hart.

Progress report on the new American National home office building in Denver: the foundation has been completed and the first floor is in.

## THE COVER

This month's cover shot was made by Charles J. Belden at the 80-acre Monfort Feed Yards, Greeley, Colo., where 17,000 cattle were on feed.

## THE STATE PRESIDENTS



Mr. Culberson

Sherwood Culberson, head of the New Mexico Cattle Growers Association, operates ranches located in Hidalgo and Grant counties. Head-quarter ranch is in Hidalgo County near Lordsburg. The Culberson ranches consist of pri-

vately owned lands, state leased lands and Taylor grazing lands.

It is a well balanced ranching unit in that it has overflow country, excellent for summer grazing, also some range at a higher elevation containing an abundance of browse which is very good winter range. Under normal conditions Sherwood runs around 800 commercial cattle. He says he is partial to the Southwest because the growing season is long and very little supplemental feeding is necessary. He likes to sell heavy, bloomy calves and hold lighter short-age calves over and make yearlings out of them.

Problems confronting the livestock industry today are much more acute than they were back in the open range days, Sherwood points out. Drouth conditions in many cattle producing states, land problems and cattle population at a very high level are a few of the things that face the industry. Sherwood is of the opinion that if the cattle business is to remain one of the greatest industries in the nation, we must

build up membership both in state associations and the American National and continue to fight our battles collectively. He believes the New Mexico Cattle Growers is one of the greatest state associations and considers it a particular honor to be president of that organization.

Mr. and Mrs. Culberson, a daughter, 15, and a son, 13, live on the ranch. Sherwood's mother also spends a great deal of time with them. They all have a deep interest in the ranch, taking an active part in its operation, especially at roundup time.

The Culbersons are a public-spirited family. They take part in many community and civic affairs. Mrs. Culberson is at present a member of the Lordsburg Municipal School Board.

Sherwood is the son of the late Victor Culberson, one of the organizers and the third president of the New Mexico Cattle Growers Association. Victor Culberson, along with G. O. Smith, founded the famous G O S Cattle Company located on the Gila National Forest in Grant County, N. M. He served as general manager until his death, a period of about 40 years. After his death the G O S Company was liquidated, bringing to a close one of the most successful cattle operations in New Mexico. Victor Culberson was a true friend of the cattleman and a staunch believer in organization. He was elected president of the American National in 1929 and was president at the time of his death in September, 1930.

## Slaughter in West

Cattle and calf slaughter in the West has more than doubled in the past quarter century, according to a publication, "The Quality of Western Beef," put out by the Oregon agricultural experiment station. A large increase in population is given as the principal reason for the rapid gains in slaughter.

From July 1, 1951, to June 30, 1952, three out of five cattle slaughtered in 10 western states graded prime, choice or good, says the bulletin.

On a regional basis, 44 per cent of the slaughter in Oregon, Washington and Idaho graded prime, choice or good. In the Wyoming, Colorado, New Mexico, Utah region, 73 per cent fell in the three top grades. In California, Nevada and Arizona the figure was 61 per cent.

The authors report the tendency is for more than half the year's supply of good and choice to be killed during the first six months of the year. In the case of commercial and utility cattle, most of them are killed during the latter six months.

In general throughout the year the amount of cattle falling in the three top grades tends to be somewhat lower during the fall, higher during the early spring and summer months, the authors explain. For each grade, the proportion of the year's total kill in each month was similar in all regions.

## CUSTOM FARMING RATES

A survey by the Colorado A&M College showed that a fairly uniform rate has been established on some contract or custom farm operations. On others the charges vary widely. Custom rates for farm machinery in Colorado in 1953 are given as follows:

Operation	Unit	Range Reported	Most Common
Land Preparation			
Plowing, moldboard	acre	\$2.00-5.00	\$5.00
Plowing one-way	acre	\$1.00-2.50	\$1.00-1.50
Duckfoot	acre	\$1.00-1.25	\$1.00
Rod weeder	acre	\$.50-1.00	\$1.00
Discing	acre	\$1.00-2.00	\$1.50
Seeding			
Drilling grain	acre	\$1.00-1.50	\$1.00-1.25
Harvesting			
Mowing hay	acre	\$1.00-2.00	\$1.00
Baling—hay, straw	ton	\$4.00-6.00	\$5.00
Combine, wheat	acre	\$2.50-6.00	\$3.00*
*plus 5c per bushel for all yield over 20.			



area—particularly in relation to the use of beef in my business. Mr. Thorp was eating in my restaurant, and put a few of your red "Beef" stickers on my menus, then gave me a supply of them, which I put on all of them. Since doing this, I have increased the sale of top sirloin steaks at least 50 per cent, and I feel certain that it was due to the stickers. Grace S. Cummings, Delta County, Colo.

AMERICAN CATTLE PRODUCER

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## Personal Mention

**J. Wells Robins**, president of the Utah Cattle and Horse Growers Association, has been busy this summer speaking for the stockmen at various groups in the state, most recently before the annual conference of Utah Fish and Game Department personnel.

**Kenneth Parker**, most recently assistant to the chief of range management in Washington, has been selected to be chief of range management for the California region of the Forest Service. The post was left vacant with the death of Walter Wetzel.

**H. B. (Herb) Osland** recently joined the news, editorial and advertising staff of the American Hereford Journal. He is a graduate of Iowa State College and has a master's degree in animal nutrition from Colorado A.&M. College.

**Leavitt A. Booth**, former president of the Colorado Cattlemen's Association and a member of the American National's executive and transportation committees, took office Sept. 1 as head of the Farmers Home Administration in Denver. He succeeds Homer D. Cogdell, who transferred to Washington.

Mr. Booth, a native of Denver, has been a stockman-farmer on a ranch near Arvada for the past 20 years.

**Robert T. Hall** of Randolph, Vt., has been appointed special assistant to Kenneth L. Scott, director of USDA's agricultural credit service and chairman of the department's drouth committee. He will spend most of his time handling on-the-spot problems as they arise in the nation's various areas.

**Dolph Briscoe, Sr.**: Mr. Briscoe, a past president of the Texas and Southwestern Cattle Raisers Association and well known member of the American National, died after a heart attack at his home in Uvalde, Tex.; he was 64.

**Ashleigh C. Halliwell**: The founder and first publisher of "Shorthorn World" who retired in 1925, Mr. Halliwell passed away recently in Miami, Fla. He was 92 years old.

**Wilbur H. (Bill) Coultas**: The associate director of the American Meat Institute's department of livestock was killed early last month when the plane he was on crashed just after takeoff at the Shannon, Ireland, airport. Mr. Coultas was returning to the United States from Turkey where he had been on a State Department mission.

## HOTEL RESERVATION FORM

Below is a list of the hotels to be used for the 58th annual convention of the American National Cattlemen's Association in Reno, Nev., Jan 10-12, 1955. In addition, there are numerous motels with very fine accommodations ranging from \$5 a day for one or two persons to \$24 a day for suites accommodating four to six people. If you desire motel accommodations, please indicate as "first choice" below. You will be assigned to one of the finest courts in the region.

(Where rates are specified, accommodations will be provided at that rate if available; otherwise, the next highest rate will apply.)

	Single	Double	Twin	Suite
Mapes Hotel (Hqs.)	\$7 up	\$9 up	\$10 up	\$25 up
Riverside Hotel (Hqs.)	\$7 up	\$12 up	\$12 up	\$15 up
El Cortex Hotel	\$5 up	\$8 up	\$10 up	
Golden Hotel	\$6 up	\$8 up	\$10 up	

### APPLICATION FOR RESERVATIONS

Robert J. Sullivan, Convention Director  
Reno Chamber of Commerce  
P.O. Box 2109  
Reno, Nevada

Please reserve the following accommodations for the American Cattlemen's Association convention... My check for \$10 deposit for each room is enclosed.

(Indicate if you desire single, double or twin suite space; also, your first, second and third choices of hotel, and the rate you wish to pay.)

The following will be in my party:.....

Please confirm the above reservation to:

Name.....

Street.....

City.....

State.....

**NOTICE:** All reservations will be acknowledged by the Reno Chamber of Commerce. If all rooms are taken at the hotel you specify, reservations will be made at one of the other hotels listed. In order to assure your room reservations, it will be necessary to accompany your request with a deposit of \$10 for each room. Reservation deposits will be credited to your hotel bill. Make checks payable to Robert J. Sullivan, Convention Director, Reno Chamber of Commerce.

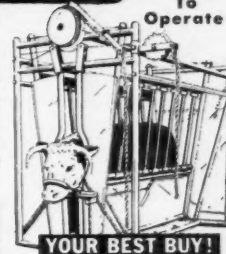
## New Ag Yearbook Out

"Marketing" provides the subject matter of the USDA's 1954 Yearbook of Agriculture—the 55th issued since 1895 under the Yearbook title (though the forerunners go back to 1837). Included in this year's interestingly presented volume are 88 chapters by 117 writers, all specialists in the fields they discuss. The book is divided into 18 main sections, dealing with every phase of marketing, and covering such diverse points as sale off farms, central markets, transportation, storage, etc. The Yearbook is a congressional document, produced in the Department of Agriculture. Copies are available from The Superintendent of Documents, Government Printing Office, Washington 25, D. C., at \$1.75 each.

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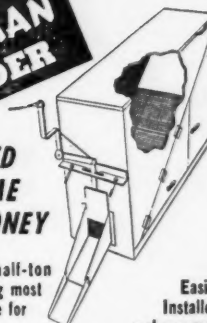
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RANCHES, FARMS

## CATTLE RANCHES

### 1305 ACRES NORTHERN SACRAMENTO VALLEY, CALIF.

Highway frontage. 4000 ft. river frontage, mostly deep river bottom soil, very productive. Crops as follows: 495 A. Alfalfa, 450 A. Permanent Pasture, seeded within past two years, also 330 A. Grain. Abundance cheap water. Owner claims ranch will carry 1500 feeders and raise all feed or operate as cow & calf outfit and carry 2000 cows or more and their replacements year 'round. NO WINTER FEEDING. Good Buildings, well fenced, all utilities. Owner states, "I have made enough money." Wishes to retire. PRICE \$450,000; terms 29% down.

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410 S. Michigan Ave., Pasadena 5, Calif.

## FOR SALE OREGON RANCHES

IF INTERESTED in Oregon Stock Ranches or diversified farms write for listings to

**H. H. SCHMITT CO.**  
PRINEVILLE, ORE.

FOR RANCHES, GROVES OR HOMES contact J. H. Holben, Realtor, Lake Wales, Fla.

**LOOKING FOR A RANCH?** For the best, see Bill Thach, Ph. 17, Walsenburg, Colo.

**WESTERN SO. DAK. RANCH FOR SALE** By Owner. 6000 acres; 3000 deeded, balance leased. Hay, Feed, Stock and All Equipment. Good Improvements: 18 dams, 2 wells. **CARROLL KNUSTON**, Pedro, So. Dak.

### FOOTHILL DAIRY RANCH

98 ac. Grade A or beef. Desirable location near Grass Valley, Calif. Excellent buildings, including 2 homes. Alt. 1,900'. Wonderful climate. Good TV area. \$42,000. Send for description and catalog. **CHAS. ENGLE**, Realtor, 300 W. Main, Grass Valley, Calif. Phone 1590.

## Are You Keeping Up

with the latest developments in your field? Here's a group of magazines that specialize in a particular subject:

### Livestock

American Cattle Producer, \$2; Arizona Stockman, \$1.50; Southern Livestock Journal, \$2; The Sheepman, \$2; Hog Breeder, \$2; Sheep Breeder, \$2; Gulf Coast Cattleman, \$2; Mississippi Stockman Farmer, M., \$1.

### Horses

Rider & Driver (horses, sport, pleasure), \$5; Eastern Breeder, \$2; Ranchman (Quarter-Horse), \$2.

### Pigeons

American Pigeon Journal (Squab fancy), \$2.

### Poultry

Cackle & Crow, \$1; Florida Poultry & Farm Journal, M., \$1.

### Rabbits

American Rabbit Journal, \$1; California Rabbit News, M., \$1; California Rabbit Magazine, M., \$1; Rabbit Raiser, M., \$1; Angora Rabbit Magazine, M., \$1.

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— Howard Haynes

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6 Perfect Ancient Indian Arrowheads, \$2.00; Grooved Stone War Club, \$2.00; Rare Double Bladed Flint Tomahawk, \$2.00; Fine Folsom, \$5.00. List Free. Lear's, Glenwood, Arkansas.

## LIVESTOCK EQUIPMENT

**CATTLE OILERS—BACK RUBBERS.** Let your cattle treat themselves. Kill Grubs, Lice, Ticks, Mites, also Flies, Mosquitoes, automatically. Method recommended by various state colleges. Applies chemical to back and undersides—\$19.50 up. Write Automatic Companies, Box ACP-84, Pender, Nebraska.

**GRAIN ROLLERS—KRIMPERS.** Get cheaper . . . faster gains. Rolls, cracks, crimps all small grains without dust. Low cost . . . Precision built—sizes 30 to 500 bu. per hour. \$154.50 up. Write Hesse Company, Box ACP-84, Pender, Nebraska.

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We will tan anything from a mouse to a moose. Either with hair on, or various kinds of leather. Manufacturers gloves, garments, robes. Quick, efficient, reliable. Free price list. Valcauda Fur Co., National Bldg., Seattle, Wash.

## MISCELLANEOUS

DO YOU find it difficult to secure information about sheep and sheep ranching methods? The Sheep and Goat Raiser reaches more sheepmen with more information on range sheep than any magazine published. Subscription rates, \$2.00—two years; \$5.00—five years. **SHEEP & GOAT RAISER**, Hotel Catcus Building, San Angelo, Texas.

Send 10c for lists either shotguns, rifles, handguns, ammunition or send 25c for all lists. **FRAYSETH'S**, Willmar, Minnesota.

Send raw wool to us and receive fine warm blankets. Free literature. West Texas Woolen Mills, 455 Main, Eldorado, Texas.

**TEXAS** tree-ripened grapefruit and oranges, prepaid express. Write for prices. O. L. Stroman, Mission, Texas.

Need to pasture cattle out? Folks in east Kan., Okla., or Tex. preferably, due to range location. Write MW, American Cattle Producer, 515 Cooper Bldg., Denver.

## CENSUS OF AGRICULTURE

Ranchers are urged to cooperate in the agricultural census which is now starting. Questionnaires will be delivered the week before the enumeration begins, so they can be filled out before the census taker comes.



Oct. 9-17—Pan-American Livestock Exposition, Dallas, Tex.  
Oct. 16-23—American Royal Livestock Show, Kansas City, Mo.  
Oct. 19-23—Pacific International Livestock Exposition, North Portland, Ore.  
Oct. 29-Nov. 7—Grand National Livestock Exposition, San Francisco.  
Sept. 23-24—Chicago Feeder Cattle Show and sale, Chicago, U.S.  
Oct. 28-29—Chicago Feeder Cattle Show and sale, Chicago, U.S.  
Nov. 4-5—Convention, Nevada State Cattle Assn., Winnemucca.  
Nov. 10-12—58th annual meeting U. S. Livestock Sanitary Assn., Omaha, Nebr.  
Nov. 12-17—Ogden Livestock Show, Ogden, Utah.  
Nov. 13-19—Eastern National Livestock Show, Timonium, Md.  
Nov. 16-17—Florida Cattle Assn. Convention, Orlando.  
Nov. 26-Dec. 4—International Livestock Exposition, Chicago.  
Dec. 6-8—California Cattlemen's Convention, Sacramento.  
Dec. 6-9—90th annual meeting National Wool Growers Assn., Salt Lake City, Utah.  
Jan. 3-8—Arizona National Livestock Show, Phoenix.  
Jan. 10-12, 1955—58th annual convention, AMERICAN NATIONAL CATTLEMEN'S ASSN., RENO, NEV.  
Jan. 14-22—National Western Stock Show, Denver, Colo.  
Jan. 25-26—Convention, Mississippi Cattlemen's Assn., Jackson.  
Jan. 28-29—12th annual convention, Alabama Cattlemen's Assn., Mobile.  
Jan. 28-Feb. 6—Southwestern Exposition & Fat Stock Show, Ft. Worth, Tex.  
Feb. 2-13—Houston Fat Stock Show, Houston, Tex.  
Feb. 15-18—Annual meeting, Western States Meat Packers Assn., San Francisco.  
Mar. 10-12—42nd annual convention, Kansas Livestock Assn., Wichita.

## WHOLESALE DRESSED MEATS

(New York)\*

	Sept. 22, 1954	Sept. 22, 1953
Beef, Prime	\$43.00-45.00	\$44.50-46.00
Beef, Choice	42.00-45.00	42.00-45.00
Beef, Good	40.00-42.00	36.00-40.00
Beef, Comm.	35.00-36.00	27.00-33.00
Cow, Comm.	26.00-29.00	
Veal, Prime	39.00-43.00	37.00-43.00
Veal, Choice	38.00-41.00	32.00-40.00
Veal, Good	33.00-37.00	28.00-36.00
Lamb, Choice	43.00-44.00	43.00-44.00
Lamb, Good	40.00-42.00	39.00-42.00
Pork Loin, 8-12*	49.00-51.00	48.00-50.00

(\*Figures for Chicago in 1953)

## CHICAGO LIVESTOCK PRICES

	Sept. 22, 1954	Sept. 22, 1953
Steers, Prime	\$25.25-28.75	\$25.00-29.00
Steers, Choice	22.25-26.50	22.50-27.25
Steers, Good	19.00-23.50	18.50-24.00
Cows, Comm.	11.75-14.00	12.00-13.50
Vealers, Ch.&Pr.	21.00-23.00	22.00-24.00
Vealers, Cm.&Gd.	15.00-21.00	16.00-22.00
Calves, Ch.&Pr.	15.00-20.00	15.00-21.00
Calves, Cm.&Gd.	12.00-15.00	12.00-15.00
F.&S. Strs., Gd.-Ch.	17.50-23.00	15.50-21.00
F.&S. Strs., Cm.-Md.	11.00-18.00	10.50-16.00
Hogs (180-220 lbs.)	19.00-19.85	24.25-25.10*
Lambs, Gd.-Ch.	18.00-19.50	17.00-19.00
Ewes, Gd.-Ch.	4.50-5.50	5.00-6.50

(\*180-240 lbs. in 1953)

## COLD STORAGE HOLDINGS

(In thousands of pounds)

	Aug. 31 1954	July 31 1954	Aug. 31 1953	5-Yr. Avg.
Frozen Beef	105,048	100,967	132,945	97,616
Cured Beef	7,963	8,553	8,187	8,288
Lamb, Mutton	8,406	8,448	9,460	8,010
Total Pork	226,763	282,873	265,981	332,376
Total Poultry	146,970	141,651	127,340	116,397

## FEDERALLY INSP. SLAUGHTER

(In thousands)

	Cattle	Calves	Hogs	Sheep
Aug. 1954	1,635	649	3,852	1,207
Aug. 1953	1,494	602	3,396	1,158
8 mos. 1954	12,038	4,795	31,013	9,237
8 mos. 1953	10,942	4,258	34,025	9,002

## AMERICAN CATTLE PRODUCER